Page 1 of 9

ORDER

Flight Dates 10/30/12-11/06/12

Order Sep 00:15:00

Product

Spence/governor

Original Date / Revision

Contract / Revision

11/05/12 11/05/12

587192

Agency Com 15%

Billing Contact

Advertiser Spence, David/R/Mo Gov

814 King Street

Suite 400

Alexandria, VA 22314

Agency Smart Media Group LLC

Buying Contact Nicole Graff

Sales Office DC-M

Sales Region NAT

Agency Ref

Estimate # Alt Order #

9853845

Billing Type Cash

GENERAL Order Type

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

3

Demographic A25-54

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority

Advertiser Ref

814 King Street Suite 400 Alexandria, VA 22314

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date **End Date** Dan Driscoll 100%

Order Share 25% Market Value 179040

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 25% | 44760 |
| KCWE | % | 0 |
| KMBC | 25% | 44760 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 25% | 44760 |
| KSMO | % | 0 |

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date Net Amount Gross Amount # Spots November 2012 98 \$38,046,00 \$44,760.00 0.00 10/29/12 11/06/12 \$38,046.00 \$44,760.00 98 Totals 98 \$38,046.00 \$44,760.00 0.00

| | _ | | | | | | | | | | | | Tota | ls |
|---|----|----------|-----------------------------|----------------------|------------------------|-----------------|-------------------------|----------------|--------|-----|-----------|------------|-------|----------|
| _ | Ln | Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type S | Spots | Amount |
| | 1 | 4 | 10/31/12 | 10/31/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | W | _ | tart <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| | 2 | 4 | 11/01/12 | 11/01/12 | M-F 9-10a M-F 9-10a | CM-AII | 9-10a | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | | <u>s</u> | tart Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| _ | W | eek: 1 | 0/29/12 | 11/04/12 | T | 1 | \$200.00 | 0.00 | | | | ., | | ,,,, |
| | 3 | 4 | 11/02/12 | 11/02/12 | M-F 9-10a M-F 9-10a | CM-AII | 9-10a | F | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | | <u>s</u> | tart Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| | W | eek: 1 | 0/29/12 | 11/04/12 | F | 1 | \$200.00 | 0.00 | | | | 1 | | |
| | 4 | 4 | 11/05/12 | 11/05/12 | M-F 9-10a M-F 9-10a | CM-AII | 9-10a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | | <u>s</u> | tart Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |



Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

| 1 | h Start 4 11/05/ | End | Inventory Co | | Start/End | | Len S _l | | | Rtg Type S | opots | Amount |
|------|---------------------------------|----------------------|----------------------------|-----------------|-------------------------|-----------------------|--------------------|---|-----------|------------|-------|----------|
| 4 | 4 11/05/ | 12 11/05/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Week | Start Date c: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 5 | 4 11/06/ ⁻ | 12 11/06/12 | M-F 9-10a M-F 9-10a | CM-AII | 9-10a | -T - | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Week | Start Date 11/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$200.00 | <u>Rating</u> 0.00 | | | | | | |
| 6 | 4 10/31/1 | 12 10/31/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | W | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Week | Start Date 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 7 | 4 11/01/1 | 12 11/01/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 8 4 | 4 11/02/1 | 12 11/02/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | F | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 9 4 | 4 11/05/1 | 2 11/05/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| Week | Start Date : 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 10 4 | 4 11/06/1 | 2 11/06/12 | M-F 10-11a M-F 10-11a | CM-Ali | 10-11a | -T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| Week | Start Date : 11/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 11 4 | 4 10/31/1 | 2 10/31/12 | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | W | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| | <u>Start Date</u> : 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 2 4 | 11/01/1 | 2 11/01/12 | M-F 11a-12p M-F 11a-12p | CM-AII | 11a-12p | T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| | <u>Start Date</u> 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 3 4 | 11/02/1 | 2 11/02/12 | M-F 11a-12p M-F 11a-12p | CM-AII | 11a-12p | F | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| | <u>Start Date</u> 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 4 4 | 11/05/1 | 2 11/05/12 | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| | Start Date 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 5 4 | 11/06/12 | 2 11/06/12 | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | -T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| | 11/05/12 | 11/11/12 | -T | 1 | \$100.00 | 0.00 | | | | | | |
| 6 4 | | | M-F 12p-1p M-F 12-1p | CM-All | | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | 1 | | |



587192 Flight Dates 10/30/12-11/06/12

Original Date / Revision 11/05/12/ 11/05/12

Hiatus Dates

Order Sep 00:15:00

Print Date: 11/05/12

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

| 16 | Ch Star 4 10/31 | /12 10/31/12 | Inventory Co- M-F 12p-1p | | Start/End | · | Len S | | | Rtg Type 8 | ahore | Amount |
|------|----------------------------------|----------------------|-----------------------------|------------------------|---|----------------|-------|--|-----------|------------|-------|----------|
| 10 | 4 10/51 | 112 10/51/12 | M-F 12-1p | CIVI-AII | 12-1p | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 17 | 4 11/01. | /12 11/01/12 | M-F 12p-1p M-F 12-1p | CM-AII | 12-1p | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 18 | 4 11/02 | /12 11/02/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | F | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 19 | 4 11/05/ | /12 11/05/12 | M-F 12p-1p M-F 12-1p | CM-AII | 12-1p | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Weel | <u>Start Date</u> k: 11/05/12 | End Date 11/11/12 | Weekdays M | <u>Spots/Week</u> 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 20 | 4 10/31/ | 12 10/31/12 | M-F 3-4p M-F 3-4p | CM-AII | 3-4p | W | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Weel | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays w | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 21 | 4 11/01/ | 12 11/01/12 | M-F 3-4p M-F 3-4p | CM-AII | 3-4p | T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Weel | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> ⊤ | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 22 | 4 11/02/ | 12 11/02/12 | M-F 3-4p M-F 3-4p | CM-AII | 3-4p | F | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 23 | 4 11/05/ | 12 11/05/12 | M-F 3-4p M-F 3-4p | CM-AII | 3-4p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| Week | Start Date c: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 24 | 4 10/31/ | 12 10/31/12 | M-F 4-5p M-F 4-5p | CM-All | 4-5p | W | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| Week | <u>Start Date</u> :: 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$250.00 | Rating 0.00 | | | | | | |
| 25 | 4 11/01/ ⁻ | 12 11/01/12 | M-F 4-5p M-F 4-5p | CM-All | 4-5p | T | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$250.00 | Rating 0.00 | | | | | | |
| 26 | 4 11/02/ ⁻ | 12 11/02/12 | M-F 4-5p M-F 4-5p | CM-AII | 4-5p | F | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$250.00 | Rating 0.00 | | ······································ | | | | |
| 27 | 4 11/05/1 | 12 11/05/12 | M-F 4-5p M-F 4-5p | CM-All | *************************************** | M | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| Week | Start Date : 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | Rate \$250.00 | Rating | | · | | | | |
| | | 2 10/31/12 | | CM-All | | 0.00 w | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |



Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

00:15:00 Order Sep

Print Date: 11/05/12

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

| _n (| Ch | Start | End | Inventory Cod | e Break | Start/End | Time Days | Len S | pots | Rate Pri | Rtg Type | Spots | Amount |
|------|------|------------------------------|----------------------|--------------------------|-----------------|---|-----------------------|-------|--|-----------|----------|-------|----------|
| 28 | 4 | 10/31/1 | 2 10/31/12 | M-F 5-530a M-F 5-530a | CM-AII | 5-530a | W | :30 | 1 | \$200.003 | 0.00 NM | **** | \$200.0 |
| Wee | _ | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | Spots/Week 1 | <u>Rate</u> \$200.00 | <u>Rating</u> 0.00 | | | | | | |
| 29 | 4 | 11/01/1 | 2 11/01/12 | M-F 5-530a M-F 5-530a | CM-AII | 5-530a | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | k; 1 | tart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 30 | 4 | | 2 11/02/12 | M-F 5-530a M-F 5-530a | | 5-530a | - | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 31 | 4 | 11/05/1 | 2 11/05/12 | M-F 5-530a M-F 5-530a | CM-AII | 5-530a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| | | t <u>art Date</u> 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 32 | 4 | | 2 11/06/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | -T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 33 | 4 | 10/31/1 | | M-F 530-6a M-F 530-6a | CM-All | 530-6a | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | | art Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> W | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 34 | 4 | 11/01/1 | 2 11/01/12 | M-F 530-6a M-F 530-6a | CM-AII | 530-6a | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | art <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 35 | 4 | 11/02/1 | 2 11/02/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | F | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | <u>art Date</u>)/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 36 | 4 | 11/05/1 | 2 11/05/12 | M-F 530-6a M-F 530-6a | CM-AII | 530-6a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Weel | | <u>art Date</u> /05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 37 | 4 | 11/06/12 | 2 11/06/12 | M-F 530-6a M-F 530-6a | CM-AII | 530-6a | -T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Weel | | art <u>Date</u> /05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 38 | 4 | 10/31/12 | 2 10/31/12 | M-F 6-7a M-F 6-7a | CM-AII | 6-7a | W | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Weel | | art <u>Date</u> 9/29/12 | End Date 11/04/12 | Weekdays w | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | ······································ | | | | |
| 39 | 4 | 11/01/12 | 2 11/01/12 | M-F 6-7a M-F 6-7a | CM-All | | T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Weel | | art <u>Date</u> 1/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 10 | 4 | 11/02/12 | 2 11/02/12 | M-F 6-7a M-F 6-7a | CM-AII | *************************************** | F | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | Sta | art Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |



Flight Dates 10/30/12-11/06/12

Hiatus Dates

Print Date: 11/05/12

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

| Ln C | | | Inventory Cod | and the second s | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type S | 3pots | Amount |
|-------|----------------------------------|------------------------|------------------------------|--|---|----------------|--------|-----|------------|------------|-------|----------|
| 40 | 4 11/02 | /12 11/02/12 | M-F 6-7a M-F 6-7a | CM-AI | I 6-7a | F | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Weel | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week | | Rating 0.00 | | | | | | |
| 41 | 4 11/05 | 12 11/05/12 | M-F 6-7a M-F 6-7a | CM-AI | l 6-7a | M~~~ | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Week | Start Date c: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week | | Rating 0.00 | | | | | | |
| 42 | _ | 12 11/06/12 | M-F 6-7a | CM-All | - | -T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Week | Start Date | End Date 11/11/12 | <u>Weekdays</u> -T | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 43 | 4 10/31/ | 12 10/31/12 | M-F 7-9a M-F 7-9a | CM-AI | | W | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.0 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 44 | 4 11/01/ | 12 11/01/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | T | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.00 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 45 | 4 11/02/ | 12 11/02/12 | M-F 7-9a M-F 7-9a | CM-All | | F | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.00 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | *************************************** | Rating 0.00 | | | | | | |
| 46 - | | 12 11/05/12 | M-F 7-9a | CM-AII | 7-9a | M | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.00 |
| Week | Start Date : 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| 47 | 4 11/06/ | 12 11/06/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | -T | :30 | 2 | \$375.003 | 0.00 NM | 2 | \$750.00 |
| Week | Start Date : 11/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 2 | *************************************** | Rating 0.00 | | | | | | |
| 48 4 | 4 11/03/ | 12 11/03/12 | Sa 7-9a Sa 7-9a | CM-All | Sa 7-9a | S- | :30 | 1 | \$300.003 | 0.00 NM | 1 | \$300.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays 5~ | Spots/Week 1 | <u>Rate</u> \$300.00 | Rating 0.00 | | | | | | |
| 49 4 | 4 11/04/ | 12 11/04/12 | Su 7-9a Su 7-9a | CM-AII | Su 7-9a | S | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 50 4 | | | FOX News Sun FOX News Sun | | 9a-10a | ~S | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Week: | Start Date : 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week | <u>Rate</u> \$200.00 | Rating 0.00 | | , | ~ | | · | |
| | | 2 10/31/12 | | | 5-530p (5:00 PM-5:3 | W | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | - P.C. P | | | |
| Week: | : 10/29/12 1 11/01/1 | 11/04/12 2 11/01/12 | W M-F 5-6p | CM-All | \$400.00 5-530p | 0.00 T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | | | 5-530p | | (5:00 PM-5:3 | | | , | \$100.00 G | U.UU IVIVI | 1 | φ+00.00 |

Print Date: 11/05/12

Page 6 of 9



587192 Flight Dates 10/30/12-11/06/12 Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

| Ln C | h Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type S | Tota Spots | Amount |
|-------|----------------------------------|----------------------|-----------------------------------|-----------------|-----------------------------------|----------------|--------|-----|-----------|------------|---------------|----------|
| 52 | 4 11/01/ | 12 11/01/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5: | T 30 PM) | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Wee | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | <u>Rate</u> | Rating 0.00 | | | | | | |
| 53 | | 12 11/02/12 | | | 5-530p (5:00 PM-5: | F | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| \/\ee | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| 54 | | 12 11/05/12 | - | | \$400.00 5-530p (5:00 PM-5: | 0.00 M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| \/\ee | Start Date k: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week | Rate | Rating 0.00 | | | | | | |
| 55 | | 12 10/31/12 | | · | 530-6p (5:30 PM-6: | W | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Weel | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | | Rating 0.00 | | | | İ | | |
| 56 | 4 11/01/ | 12 11/01/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6: | ٣ | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Weel | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 57 | 4 11/02/ | 12 11/02/12 | M-F 5-6p 530-6p | CM-AII | 530-6p (5:30 PM-6: | F 00 PM) | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Weel | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 58 | 4 11/05/ | 12 11/05/12 | M-F 5-6p 530-6p | | 530-6p (5:30 PM-6:0 | M~ 00 PM) | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Weel | Start Date c: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 59 | 4 10/31/ | 12 10/31/12 | M-F 6-630p M-F 6-630p | CM-AII | 6-630p | W | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.0 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | Spots/Week 1 | <u>Rate</u> \$540.00 | Rating 0.00 | | | | | | |
| 60 | 4 11/01/ | 12 11/01/12 | M-F 6-630p M-F 6-630p | CM-Ali | 6-630p | T | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.00 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$540.00 | Rating 0.00 | | | | | | |
| 61 | | | M-F 6-630p M-F 6-630p | CM-All | 6-630p | F | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.00 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> F | Spots/Week 1 | <u>Rate</u> \$540.00 | Rating 0.00 | | | | | | |
| 62 | | | M-F 6-630p M-F 6-630p | CM-All | 6-630p | M | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.00 |
| Week | Start Date :: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$540.00 | Rating 0.00 | | | | · | ,, | |
| 63 | | 12 11/04/12 | Su 5-6p Su 5-6p | CM-Ail | 5-6р | S | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| Week | Start Date 10/29/12 | End Date 11/04/12 | Weekdays S | Spots/Week | Rate \$125.00 | Rating 0.00 | | | | | | |
| 54 | 4 10/31/ | | M-F 1102-1132p M-F 1102p-1132p | | ** | 1132pW | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |



Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

| .n (| 기 - | Start | End | Inventory Code | Break | Start/End 1 | Time Days | Len S | oots | Rate Pri | Rtg Type 8 | Spots | Amount |
|------|--------|----------------------------|----------------------|----------------------------------|-----------------|-------------------------|----------------|-------|------|-----------|------------|-------|----------|
| 64 | 4 | 10/31/1 | 12 10/31/12 | M-F 1102-1132p M-F 1102p-1132 | | I M-F 1102p- | 1132pW | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| | | art Date 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week | Rate \$125.00 | Rating 0.00 | | | | | | |
| 65 | 4 | | | M-F 1102-1132p M-F 1102p-1132 | р | • | 1132pT | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| | k: 10 | hart Date 0/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | \$125.00 | Rating 0.00 | | | | | | |
| 66 | 4 | | 2 11/02/12 | M-F 1102p-1132 | p | · | 1132pF | :30 | 4 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| Wee | | art <u>Date</u> 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> F | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 67 | 4 | 11/05/1 | 2 11/05/12 | M-F 1102-1132p M-F 1102p-1132 | | M-F 1102p- | 1132p M | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| | k: 11 | art <u>Date</u> I/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 86 | 4 | | 2 11/03/12 | Sa 1030-1130p | CM-All | 1030-1130p | S- | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| | k: 10 | art Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> | Spots/Week 1 | \$100.00 | Rating 0.00 | ····· | | | | | |
| 69 | 4 | | | M-F 9-10p 9-930p | | 9-930p (9:00 PM-9:3 | | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| _ | k: 10 | art Date 9/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | \$800.00 | Rating 0.00 | | | | | | |
| 70 | 4 | | | M-F 9-10p 9-930p | | 9-930p (9:00 PM-9:3 | | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Weel | | art <u>Date</u> //29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 11 | 4 | | 2 11/02/12 | 9-930p | CM-All | 9-930p (9:00 PM-9:3 | F 0 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| | k: 10 | art <u>Date</u> /29/12 | End Date 11/04/12 | <u>Weekdays</u> F | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| '2 | 4 | | 2 11/05/12 | M-F 9-10p 9-930p | | 9-930p (9:00 PM-9:3 | | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| | k: 11. | art Date /05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | **** | | | | |
| '3 | 4 | | 2 10/31/12 | 930-10p | | 930-10p (9:30 PM-10: | | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| | k: 10 | /29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | ***** | | | | | |
| 74 | 4 | | 2 11/01/12 | 930-10p | | 930-10p (9:30 PM-10: | | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Veek | | <u>rt Date</u> /29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| '5 | 4 | | 2 11/02/12 | 930-10p | | 930-10p (9:30 PM-10: | F | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Neek | | rt Date /29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | · | | | | | |
| | 4 | | 2 11/05/12 | M-F 9-10p 930-10p | | 930-10p (9:30 PM-10: | M | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| | Sta | rt Date | End Date | | Spots/Week | Rate | Rating | | | | | | |

00:15:00



587192

Flight Dates 10/30/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 11/05/12/ 11/05/12

Order Sep

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

| 76 | Ch 4 | Start | End 2 11/05/12 | Inventory Code M-F 9-10p | A see a fee feether as de stratege | Start/End T 930-10p | M | Len Sp | | | Rtg Type | | Amount |
|------------|--------------|---------------------------|------------------------|----------------------------------|------------------------------------|-------------------------|-----------------------|--------|-----|-------------|----------|---|------------|
| , 0 | ~ | (1/00/ | 12 11/03/12 | 930-10p | CIVI-AII | 930-10p (9:30 PM-10: | | :30 | 1 | \$800.003 | MM 00.0 | 1 | \$800.0 |
| Wee | | art Date /05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | : | | |
| 77 | 4 | 10/31/1 | 2 10/31/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | W | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| Wee | | art Date /29/12 | End Date 11/04/12 | Weekdays w | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 78 | 4 | 11/01/1 | 2 11/01/12 | M-F 10-1030p M-F 10-1030p | CM-AII | 10-1030p | T | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| Wee | | art <u>Date</u> /29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 79 | 4 | 11/02/1 | 2 11/02/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | F | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Wee | | <u>irt Date</u> /29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 80 | 4 | 11/05/1 | 2 11/05/12 | M-F 10-1030p M-F 10-1030p | CM-AII | 10-1030p | M | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Wee | | rt <u>Date</u> /05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$800.00 | <u>Rating</u> 0.00 | | | | | | |
| 81 | 4 | 10/31/1 | 2 10/31/12 | M-F 1030-1102p M-F 1030-1102p | CM-AII | 1030-1102p | W | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Wee | | <u>rt Date</u> /29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 82 | 4 | 11/01/1 | 2 11/01/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Wee | | rt <u>Date</u> /29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 83 | 4 | 11/02/1 | 2 11/02/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | F | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Weel | _ | <u>rt Date</u> 29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 34 | 4 | 11/05/1 | 2 11/05/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Weel | | rt <u>Date</u> 05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 35 | 4 | 11/04/1 | 2 11/04/12 | Su 10-1030P Su 10-1030p | CM-All | 10-1030p | S | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Weel | | rt <u>Date</u> 29/12 | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 36 | 4 | 11/04/1 | 2 11/04/12 | SU 1030-1102p Su 1030-1102p | CM-All | 1030-1102p | s | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Weel | | <u>rt Date</u> 29/12 | End Date 11/04/12 | Weekdays S | Spots/Week | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | 7.4 |
| | 4 | | 2 10/31/12 | M-F 630-7p M-F 630-7p | CM-All | | W-~ | :30 | 1 9 | \$2,200.003 | 0.00 NM | 1 | \$2,200.00 |
| \\/• | | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| vveel 8 | c: 10/: 4 | 29/12 11/01/1: | 11/04/12 2 11/01/12 | | CM-All | \$2,200.00 630-7p | 0.00 T | :30 | 1 5 | \$2,200.003 | 0.00 NM | 1 | \$2,200.00 |
| | Sta | rt Date | End Date | M-F 630-7p Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |



Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product Spence/governor

Estimate #

| | 01 | . | . | | | | | | | | | Tota | Involument |
|----------------|----------|-----------------------------|----------------------|------------------------------------|-----------------|---------------------------|----------------|--------|---|-------------|----------|-------|------------------|
| W/Athanasa | Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
| 88 | 4 | 11/01/1 | 2 11/01/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | ~ ~ T ~ ~ - | :30 | 1 | \$2,200.003 | 0.00 NM | 1 | \$2,200.00 |
| V۸ | _ | itart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> | Spots/Week | <u>Rate</u> \$2,200.00 | Rating 0.00 | | | | | | |
| 89 | 4 | | 2 11/02/12 | | | 630-7p | F | :30 | 1 | \$2,200.003 | 0.00 NM | 1 | \$2,200.00 |
| | _ | tart Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| W | eek: 1 | 0/29/12 | 11/04/12 | F | 1 | \$2,200.00 | 0.00 | | | | | | |
| 90 | 4 | 11/05/1 | 2 11/05/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | M | :30 | 1 | \$2,200.003 | 0.00 NM | 1 | \$2,200.00 |
| w | | tart Date 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | Rate \$2,200.00 | Rating 0.00 | | | | | | |
| 91 | 4 | 10/31/1 | 2 10/31/12 | X Factor Wednes FOX X Factor | day CM-All | 7-9p | W | :30 | 1 | \$1,800.003 | 0.00 NM | 1 | \$1,800.00 |
| w | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays w | Spots/Week 1 | <u>Rate</u> \$1,800.00 | Rating 0.00 | | | | | | • |
| 92 | 4 | 11/01/1 | 2 11/01/12 | X Factor Thursda FOX X Factor | • | 7-9p (7:00 PM-8:0 | T 00 PM) | :30 | 1 | \$1,400.003 | 0.00 NM | 1 | \$1,400.00 |
| w | | tart <u>Date</u> 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$1,400.00 | Rating 0.00 | | | | | | |
| 93 | 4 | 11/02/1 | 2 11/02/12 | M-F 1132p-1202a M-F 1132p-1202a | | M-F 1132p- | 1202aF | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| w | _ | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$125.00 | Rating 0.00 | | | | | | |
| 94 | 4 | 11/03/1 | 2 11/03/12 | Sa 10-1030p Sa 10-1030p | CM-All | 10-1030p | s- | :30 | 1 | \$600.003 | 0.00 NM | 1 | \$600 .00 |
| | <u>s</u> | tart Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| W | eek: 1 | 0/29/12 | 11/04/12 | S- | . 1 | \$600.00 | 0.00 | | | | | | |
| 95 | 4 | 11/05/1 | 2 11/05/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| _ w | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| N 96 | 4 | 11/06/1 | 2 11/06/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ~T~~ | :30 | 2 | \$1,000.001 | 0.00 NM | 2 | \$2,000.00 |
| W | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays | Spots/Week 2 | <u>Rate</u> \$1,000,00 | Rating 0.00 | | | | | | |
| HORSE WATER TO | | | | | | | | | *************************************** | | I | 00.0 | 44 760 00 |

98 \$44,760.00 Totals

C16C22



ORDER

Flight Dates 10/16/12-11/06/12

Order Sep 00:15:00

Product Estimate #

Contract / Revision 583475 / SPENCE 4 MO GOV Alt Order # 09844853

Original Date / Revision Agency Com 15% Billing Type Cash

11/05/12 11/05/12 <u>Billing Contact</u> <u>Order Type</u> GENERAL

<u>Advertiser Spence, David/R/Mo Gov</u> <u>Billing Cycle</u> EOM/EOC

814 King Street Billing Calendar BROADCAST
Suite 400

Agency Smart Media Group LLC

Alexandria, VA 22314

Demographic A35+

Buying Contact Rev Codes SP-POL CAN POL

Sales Office DC-M Product Codes PL1Ea

 814 King Street
 Sales Region
 NAT
 Priority
 2

 Suite 400
 Agency Ref
 Advertiser Ref

Primary Account Executive Dan Driscoll

Alexandria, VA 22314

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 25% Market Value 154180

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 25% | 38545 |
| KCWE | % | 0 |
| KMBC | 25% | 38545 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 25% | 38545 |
| KSMO | % | 0 |

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 81 \$31,977.00 \$37,620.00 0.00 10/01/12 10/22/12 81 \$31,977.00 \$37,620.00 November 2012 2 \$786.25 \$925.00 0.00 10/29/12 11/06/12 2 \$786.25 \$925.00 83 Totals \$32,763.25 \$38,545.00 0.00

| | | | | | | | | | | | | | Tota | l <u>s</u> |
|-----|----|-------------|----------|----------|-----------------|------------|-------------|-----------|-------|------|-----------|----------|-------|------------|
| _Lr | 1 | Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len S | pots | Rate Pri | Rtg Type | Spots | Amount |
| | 1 | 4 | 10/18/12 | 10/19/12 | M-F 9-10a | CM-All | 9-10a | TF | :30 | 4 | \$200.003 | 0.00 NM | 4 | \$800.00 |
| | | | | | M-F 9-10a | | | | | | | | | |
| | ١ | IEWS | | | | REV | | | | | | | | |
| | | <u>Star</u> | t Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| 1 | We | ek: 10/ | 15/12 | 10/21/12 | TF | 4 | \$200.00 | 0.00 | | | | | | |
| | 2 | 4 | 10/18/12 | 10/19/12 | M-F 10-11a | CM-Ali | 10-11a | TF | :30 | 4 | \$100.003 | 0.00 NM | 4 | \$400.00 |
| | | | | | M-F 10-11a | | | | | | | | | |
| | L | IVE WI | TH KELLY | ' | | REV | | | | | | | | |
| | | Star | t Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| | ۷e | ek: 10/1 | 5/12 | 10/21/12 | TF | 4 | \$100.00 | 0.00 | | | | | | |
| 3 | 3 | 4 | 10/18/12 | 10/19/12 | M-F 11a-12p | CM-AII | 11a-12p | TF | :30 | 4 | \$100.003 | 0.00 NM | 4 | \$400.00 |
| | | | | | M-F 11a-12p | | | | | | | | | |
| | F | AM FE | UD | | | REV | | | | | | | | |
| | | <u>Star</u> | t Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |

Print Date: 11/05/12 Page 2 of 7



583475

Flight Dates 10/16/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 11/05/12/ 11/05/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # C16C22

| Ln Ch | Start | End | Inventory Code | | | ime Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|----------------------------|-------------------------|----------------------|---|-----------------|-------------------------|----------------|---------|-----|---------------------------|--------------|-------|----------------------|
| 3 4 | 10/18/1 | 2 10/19/12 | • | CM-All | 11a-12p | TF | :30 | 4 | \$100.003 | 0.00 NM | 4 | \$400.0 |
| FAM FE | UD | | M-F 11a-12p | REV | | | | | | | | |
| Sta | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/ | 15/12 | 10/21/12 | TF | 4 | \$100.00 | 0.00 | | | | | | |
| 4 4 | 10/18/1 | 2 10/19/12 | M-F 12p-1p M-F 12-1p | CM-AII | 12-1p | TF | :30 | 4 | \$200.003 | 0.00 NM | 4 | \$800.0 |
| NEWS | | | | REV | | | | | | | | |
| Star Week: 10/ | rt Date | End Date 10/21/12 | <u>Weekdays</u> TF | Spots/Week 4 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 5 4 | | 2 10/19/12 | | CM-All | | TF | :30 | | \$100.003 | 0.00 NM | 4 | \$400.0 |
| JUDGE | | 2 10/19/12 | M-F 3-4p | REV | 2-4p | 17 | .30 | ** | \$100.003 | U.OU NIW | 4 | \$ 4 00.0 |
| | | End Date | Monkdova | | Doto | Datina | | | | | | |
| <u>الماني</u> 'Week: 10 | rt Date | End Date 10/21/12 | <u>Weekdays</u> T | Spots/Week 4 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 6 4 | | 2 10/19/12 | | CM-AII | | TF | :30 | 4 | \$250.003 | 0.00 NM | 4 | 64 AAA A |
| JUDGE | | 2 10/19/12 | M-F 4-5p | REV | 4-0p | , F | .30 | 4 | φ <u>2</u> 50.00 5 | U.UU NW | 4 | \$1,000.00 |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/ | | 10/21/12 | TF | 4 | \$250.00 | 0.00 | | | | | | |
| 7 4 | 10/18/1 | 2 10/19/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | TF | :30 | 4 | \$200.003 | 0.00 NM | 4 | \$800.00 |
| NEWS | | | | REV | | | | | | | | |
| Star Week: 10/ | <u>rt Date</u> 15/12 | End Date 10/21/12 | <u>Weekdays</u> TF | Spots/Week 4 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 8 4 | 10/18/1 | 2 10/19/12 | M-F 530-6a M-F 530-6a | CM-AII | 530-6a | TF | :30 | 4 | \$200.003 | 0.00 NM | 2 | \$400.0 |
| NEWS | | | | REV | | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | 1 | | |
| Week: 10/ | | 10/21/12 | TF | 4 | | 0.00 | | | | | | |
| | Date Ra | | Description | | /End Time | **** | eekdays | Len | | Rtg Type | | |
| | dited | 2-10/21/12 M | 1-r 530-0a | 530- | oa | | ThF | - | :30 (\$200.00) | 0.00 14141 | | |
| | 10/15/13 | 2-10/21/12 M | %E 530-6≥ | 530- | Aa | | ThF | _ | :30 (\$200.00) | 0.00 0/64 | | |
| | dited | . 10/21/121/ | ,, , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | 000 | ou . | | 1,111 | | .50 (\$205.00) | 0.00 / 1/1/1 | | |
| 9 4 | 10/18/1 | 2 10/19/12 | | CM-All | 7-9a | TF | :30 | 4 | \$375.003 | 0.00 NM | 4 | \$1,500.0 |
| NEWS | | | M-F 7-9a | REV | | | | | | - 1 | | |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/1 | | 10/21/12 | TF | 4 | \$375.00 | 0.00 | | | | | | |
| 10 4 | 10/20/1 | 2 10/20/12 | Sa 7-9a Sa 7-9a | CM-AII | Sa 7-9a | S- | :30 | 1 | \$300.003 | 0.00 NM | 1 | \$300.00 |
| NEWS | | | | | | | | | | 1 | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | ,-, | | | | |
| <u>Star</u> | 15/12 | 10/21/12 | S- | 1 | \$300.00 | 0.00 | | | | | | |
| <u>Star</u> Week: 10/1 | | 2 10/21/12 | | CM-All | Su 7-9a | S | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Week: 10/1 11 4 | 10/21/1 | | Su 7-9a | | | | | | | | | |
| Week: 10/1 11 4 NEWS | | | | | ****** | | | | ******* | | | |
| Week: 10/1 11 4 NEWS | rt Date | End Date 10/21/12 | Weekdays | Spots/Week | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |



Flight Dates 10/16/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

| Ln Ch Start End Inventory Co | de Break Start/End | Time Days | Len Spo | ts Rate Pri | Rtg Type Spo | Tota ts | I <u>ls</u> Amount |
|---|--|--|------------------------------------|---------------------------|---------------------|------------|-----------------------|
| M-F 5-6p 530-6p NEWS | (5:30 PM-6: REV | :00 PM) | | | | | |
| Start Date End Date Weekdays Week: 10/15/12 10/21/12 TF Spot Ch Date Range Description 3 4 10/15/12-10/21/12 M-F 5-6p Credited [+] | Spots/Week Rate 4 \$400.00 Start/End Time | <u>Rating</u> 0.00 (5:30 PM-6:00 | <u>Weekdays</u>) <i>P</i> -ThF | | Rtg Type 0.00 NM | | |
| 13 4 10/18/12 10/19/12 M-F 6-630p M-F 6-630p NEWS | CM-All 6-630p | TF | : :30 | 4 \$540.003 | 0.00 NM | 2 | \$1,080.00 |
| Start Date End Date Weekdays | Spots/Week Rate 4 \$540.00 Start/End Time 6-630p | Rating 0.00 | <u>Weekdays</u> ThF | | Rtg Type 0.00 NM | | |
| 3 4 10/15/12-10/21/12 M-F 6-630p Credited [+] | 6-630p | | ThF | :30 (\$540.00) | 0.00 <i>NM</i> | | |
| 15 4 10/20/12 10/20/12 SA 1030-1130 Sa 1030-1130 FOX LATE NT | |) | S- :30 | 1 \$100.003 | 0.00 NM | 1 | \$100.00 |
| Start Date End Date Weekdays Week: 10/15/12 10/21/12 S- | <u>Spots/Week</u> <u>Rate</u> 1 \$100.00 | Rating 0.00 | | | | | |
| 17 4 10/18/12 10/19/12 M-F 9-10p 930-10p NEWS | CM-All 930-10p (9:30 PM-10 REV | TF 0:00 PM) | : :30 | 2 \$800.003 | 0.00 NM | 2 | \$1,600.00 |
| Start Date End Date Weekdays Week: 10/15/12 10/21/12 TF | Spots/Week Rate 2 \$800.00 | Rating 0.00 | | | | | |
| 18 4 10/18/12 10/19/12 M-F 1030-110 M-F 1030-110 NEWS | · - |)TF | : :30 | 8 \$400.003 | 0.00 NM | 4 | \$1,600.00 |
| Start Date End Date Weekdays Week: 10/15/12 10/21/12 TF Spot Ch Date Range Description 3 4 10/15/12-10/21/12 M-F 1030-1102p Credited | <u>Spots/Week</u> <u>Rate</u> 8 \$400.00 <u>Start/End Time</u> 1030-1102p | Rating 0.00 | Weekdays ThF | | Rtg Type 0.00 NM | | |
| [+] 4 4 10/15/12-10/21/12 M-F 1030-1102p Credited | 1030-1102p | | ThF | :30 (\$400.00) | 0.00 <i>NM</i> | | |
| [+] 6 4 10/15/12-10/21/12 M-F 1030-1102p Credited | 1030-1102p | | ThF | :30 (\$400.00) | 0.00 <i>NM</i> | | |
| [+] 7 4 10/15/12-10/21/12 M-F 1030-1102p Credited [+] | 1030-1102p | | ThF | :30 (\$400.00) | 0.00 <i>NM</i> | | |
| 19 4 10/21/12 10/21/12 Su 10-1030P Su 10-1030p NEWS | CM-All 10-1030p | | -S :30 | 1 \$800.003 | 0.00 NM | 1 | \$800.00 |
| Start Date End Date Weekdays Week: 10/15/12 10/21/12 S | Spots/Week Rate 1 \$800.00 | Rating 0.00 | | | | | |



Flight Dates 10/16/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

<u>Order Sep</u> 00:15:00

Print Date: 11/05/12

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len S | oots | Rate Pri | Rtg Type | Tota Spots | als Amount |
|------|-----------------------|---|------------------------|--|-------------------|---|----------------|-------|------|---|------------|---------------|---------------|
| 19 | 4 | 10/21/ | 12 10/21/12 | Su 10-1030P Su 10-1030p | CM-All | 10-1030p | S | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| 1 | NEWS | | | 04 10-1000p | | | | | | | | | |
| ۱۸۱۵ | <u>St</u> eek: 10 | art Date | End Date 10/21/12 | <u>Weekdays</u> S | Spots/Week | *************************************** | Rating | | | | | | |
| 20 | 4 | | 12 10/21/12 | | 1 CM-All | \$800.00 1030-1102p | 0.00 S | :30 | 1 | \$400.003 | 0.00 NM | 1 | ስ ባባሉው |
| | NITT NA | | | Su 1030-1102p | 4 | , | J | .00 | , | ψ+00.003 | 0.00 14101 | ı | \$400.0 |
| · | NEWS Sta | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| We | ek: 10 | | 10/21/12 | S | 1 | \$400.00 | 0.00 | | | | | | |
| 22 | 4 | 10/18/1 | 12 10/18/12 | | • | 3p-CC | T | :30 | 1 | \$2,200.003 | 0.00 NM | 1 | \$2,200.0 |
| ı | NLCS | | | MLB Champions | hip Serie: | | | | | | | | |
| | | art Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| 23 | ek: 10 | | 10/21/12 2 10/19/12 | T | | \$2,200.00 | 0.00 | | | | | | |
| | | | 2 10/19/12 | M-F 6-7a M-F 6-7a | CM-AII | 6-7a | TF | :30 | 2 | \$400.003 | 0.00 NM | 2 | \$800.00 |
| 1 | VEWS | | = | | REV | | | | | | 1 | | |
| We | <u>5ta</u> ek: 10 | art Date /15/12 | End Date 10/21/12 | <u>Weekdays</u> TF | Spots/Week 2 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 24 | 4 | | 2 10/22/12 | *************************************** | CM-Aii | | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | NEWS | | | M-F 9-10a | DEM | | | | • | ,_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | 0.00 | | Ψ200.00 |
| 1 | | art Date | End Date | Weekdays | REV Spots/Week | Rate | Rating | | | | 1 | | |
| We | ek: 10 | | 10/28/12 | М | 1 | \$200.00 | 0.00 | | | | j | | |
| 25 | 4 | 10/22/1 | 2 10/22/12 | | CM-Ail | 10-11a | М | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| L | IVE W | ITH KEL | LY | M-F 10-11a | REV | | | | | | | | |
| | | irt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| | ek: 10/ | | 10/28/12 | M | 1 | \$100.00 | 0.00 | | | | | | |
| 26 | 4 | 10/22/1 | 2 10/22/12 | M-F 11a-12p M-F 11a-12p | CM-AII | 11a-12p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| F | AM FE | | | · · · · · · · · · - · · - · - · · - · · | REV | | | | | | | | |
| ۱۸/۵ | <u>Sta</u> ek: 10/ | rt Date 22/12 | End Date 10/28/12 | <u>Weekdays</u> M | Spots/Week | Rate | Rating | | | | | | |
| 27 | 4 | | 2 10/22/12 | M-F 12p-1p | 1 CM-All | \$100.00 12-1n | 0.00 M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | ·= | | | M-F 12-1p | | ·- ·• | | .50 | , | φ200.00 3 | 0.00 NW | , | \$200.00 |
| N | IEWS Sta | rt Date | End Date | Weekdays | REV Spote Mook | Data | Datina | | | | l | | |
| We | ek: 10/ | | 10/28/12 | M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 28 | 4 | 10/22/1 | 2 10/22/12 | • | CM-AII | 3-4p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| ال | UDGE | JOE | | M-F 3-4p | REV | | | | | | l | | |
| - | | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | - | | |
| | ek: 10/ | *************************************** | 10/28/12 | M | 1 | \$100.00 | 0.00 | | | | | | |
| 29 | 4 | 10/22/1 | 2 10/22/12 | M-F 4-5p M-F 4-5p | CM-AII | 4-5p | M | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| ال | UDGE | JUDY | | ma arob | REV | | | | | | | | |
| 101. | | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| We. | ek: 10/: 4 | | 10/28/12 2 10/22/12 | M M-F 5-530a | 1 | \$250.00 | 0.00 | .00 | | 4000 5 | | | |
| | | I VIZZI I | L 10166112 | M-F 5-530a M-F 5-530a | CM-AII | 5-530a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| N | EWS | | | | REV | | | | | | | | |



Flight Dates 10/16/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Contract / Revision

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

| n Ch | Start | End | Inventory Code | | Start/End T | | Len Spo | يحببيت | | Rtg Type | | Amount |
|-----------------------|---------------------------------------|----------------------|----------------------------------|-----------------|-----------------------------|----------------|----------|-------------|---|---------------------|---|----------------|
| 30 4 | 10/22/1 | 2 10/22/12 | M-F 5-530a M-F 5-530a | CM-AII | 5-530a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| NEWS | 3 | | | REV | | | | | | | | |
| | tart Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 10 | | 10/28/12 | M | 1 | \$200.00 | 0.00 | | | | | | |
| 31 4 | | 2 10/22/12 | M-F 530-6a M-F 530-6a | | 530-6a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| NEWS | | | | REV | | - | | | | | | |
| | tart Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10 | ••••• | 10/28/12 | M | | \$200.00 | 0.00 | .00 | | #075 00 C | 0.00.191 | | 6075.0 |
| 32 4 NEWS | | 2 10/22/12 | M-F 7-9a M-F 7-9a | CM-AII REV | /-9a | M | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.0 |
| | tart Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10 | | 10/28/12 | M | <u> </u> | \$375.00 | 0.00 | | | | | | |
| 33 4 | | 2 10/22/12 | M-F 5-6p | CM-All | 530-6p | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| NEWS | | | 530-6p | REV | (5:30 PM-6:0 | | | · | ¥ 1001000 | 0,00 | • | V .00.0 |
| St Week: 10 | tart Date 0/22/12 | End Date 10/28/12 | <u>Weekdays</u> M | Spots/Week | <u>Rate</u> \$400,00 | Rating 0.00 | | | | | | |
| 34 4 | | 2 10/22/12 | M-F 6-630p | | 6-630p | M | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.0 |
| NEWS | 3 | | M-F 6-630p | REV | | | | | | 1 | | |
| | tart Date | End Date 10/28/12 | <u>Weekdays</u> M | Spots/Week | <u>Rate</u> \$540.00 | Rating 0.00 | | | | | | |
| 35 4 | | | M-F 1030-1102p M-F 1030-1102p | | 1030-1102p | M | :30 | 2 | \$400.003 | 0.00 NM | 0 | \$0.0 |
| NEWS | 3 | | | REV | | | | | | | | |
| _ | tart Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | <u>Rating</u> | | | | | | |
| Week: 10 | | 10/28/12 | M | | \$400.00 | 0.00 | | | | | | |
| 1 | | | escription 1-F 1030-1102p | | <u>/End Time</u>)-1102p | | /eekdays | <u>Leng</u> | <u>th </u> | Rtg Type 0.00 NM | | |
| [0 | Inresolved DNA DUE L | - | | | | | | | | | | |
| U | 4 10/22/12 Inresolved DNA DUE E | | 1-F 1030-1102p | 1030 |)-1102p | М | | - :3 | 30 (\$400.00) | 0.00 NM | | |
| 36 4 | 10/22/1 | 2 10/22/12 | M-F 630-7p M-F 630-7p | CM-AII | 630-7p | M | :30 | 1 \$ | 2,200.002 | 0.00 NM | 1 | \$2,200.0 |
| WHEE | | • | • | REV | | | | | | | | |
| <u>St</u> Week: 10 | tart <u>Date</u> 0/22/12 | End Date 10/28/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$2,200.00 | Rating 0.00 | | | | | | |
| 37 4 NLCS | | 2 10/18/12 | MLB Championsl MLB Champions | | 3p-CC | T | :30 | 1 \$: | 2,200.003 | 0.00 NM | 1 | \$2,200.0 |
| | tart Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| _ | 0/15/12 | 10/21/12 | T | 1 | \$2,200.00 | 0.00 | | | | | | |
| | 10/19/1 | 2 10/19/12 | MLB Championsl MLB Champions | • | 3p-CC | F | :30 | 3 \$: | 2,200.003 | 0.00 NM | 3 | \$6,600.0 |
| 38 4 | | | | | | | | | | | | |
| 38 4 NLCS | | | | | | — | | | | | | |
| 38 4 NLCS | tart Date | End Date 10/21/12 | Weekdays | Spots/Week | <u>Rate</u> \$2,200.00 | Rating 0.00 | | | | | | |



Flight Dates 10/16/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

| _n Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len S | oots | Rate Pri | Rtg Type | Tota Spots | Amoun |
|------------------------|--------------------------------|---|------------------------------------|-------------------|---------------------------|----------------|-------|------|------------|----------|---------------|-----------|
| FOX I | ATE NT | | M-F 10-1030p | | | | | | | | | |
| | tart Date | End Date 10/21/12 | Weekdays F | Spots/Week | | Ratìng 0.00 | | | | | | |
| 40 4 | | 12 10/22/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | M | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| | ATE NT tart Date 0/22/12 | End Date 10/28/12 | Weekdays M | Spots/Week | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 41 4 | 10/18/ | 12 10/19/12 | M-F 1102-1132p M-F 1102p-1132 | | | 1132pTF | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| NEWS | 3 | | • | REV | | | | | | | | |
| <u>St</u> Week: 10 | art Date 0/15/12 | End Date 10/21/12 | <u>Weekdays</u> TF | Spots/Week 1 | Rate \$125.00 | Rating 0.00 | | | | | | |
| 42 4 | 10/18/1 | 12 10/19/12 | M-F 9-10p 930-10p | CM-All | 930-10p (9:30 PM-10) | ~TF | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| NEWS | 3 | | 000-тор | REV | (3.50 FW-10. | .OU FIVI) | | | | | | |
| <u>St</u> Week: 10 | art Date 0/15/12 | End Date 10/21/12 | <u>Weekdays</u> TF | Spots/Week | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 43 4 | 10/18/1 | 12 10/19/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | TF | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| FOX L | ATE NT | | | | | | | | | | | |
| <u>St</u> Week: 10 | art Date 0/15/12 | End Date 10/21/12 | <u>Weekdays</u> TF | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 14 4 | | 2 10/19/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | TF | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| | ATE NT | | | | | | | | | | | |
| <u>Sta</u> Week: 10 | | End Date 10/21/12 | <u>Weekdays</u> TF | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 45 4 FOX 1 | | 2 10/20/12 | Sa 10-1030p Sa 10-1030p | CM-AII | 10-1030p | S- | :30 | 1 | \$0.00 VIP | 0.00 NM | 1 | \$0.0 |
| | ATE NT art Date | End Date | Weekdays | Spots/Week | Data | Datin. | | | | | | |
| Week: 10 | /15/12 | 10/21/12 | S- | 1 | <u>Rate</u> \$0.00 | Rating 0.00 | | | | | | |
| 16 4 | | 2 10/19/12 | M-F 1132p-1202a M-F 1132p-1202a | 3 | M-F 1132p-1 | 202aTF | :30 | 1 | \$0.00 VIP | 0.00 NM | 1 | \$0.0 |
| NEWS | art Date | End Date | Weekdays | REV Spots/Week | D-4- | 5 .6 | | | | ı | | |
| Week: 10 | | 10/21/12 | TF | <u>300:3/4464</u> | <u>Rate</u> \$0.00 | Rating 0.00 | | | | | | |
| 17 4 | | 2 10/19/12 | M-F 1202-1232a M-F 1202m-1232 | | 1202-1232a | TF | :30 | 1 | \$0.00 VIP | 0.00 NM | 1 | \$0.0 |
| NEWS | | | | REV | | | | | | ŀ | | |
| <u>Sta</u> Week: 10 | art Date /15/12 | End Date 10/21/12 | <u>Weekdays</u> TF | Spots/Week 1 | <u>Rate</u> \$0.00 | Rating 0.00 | | | | 1 | | |
| 8 4 | 10/19/1 | 2 10/19/12 | MLB Championsh MLB Championsh | | 3p-CC | F | :30 | 1 \$ | 2,200.003 | 0.00 NM | 1 | \$2,200.0 |
| NLCS Sta | art Date | End Date | Weekdays | Spots/Week | Data | Datina | | | | J | | |
| Week: 10 | | 10/21/12 | F | | <u>Rate</u> \$2,200.00 | Rating 0.00 | | | ******* | | 35**** | |
| 9 4 | 10/20/1 | *************************************** | College Home Te College Home Te | am ga⁄ûM-Aii | | S- | :30 | 1 \$ | 31,000.003 | 0.00 NM | 1 | \$1,000.0 |
| - | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | ł | | |



Print Date: 11/05/12

Page 7 of 7

583475

Flight Dates 10/16/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # C16C22

| Ln C | Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Tota Spots | ls Amount |
|-------|--------------------------|-----------|------------|------------------------------------|------------|-------------|-----------|--------|-----|---------------|------------|---------------|---|
| 49 | 4 | 10/20/1 | 2 10/20/12 | College Home Te College Home Te | • | | S- | :30 | 1 | \$1,000.003 | 0.00 NM | 1 | \$1,000.00 |
| | Ctn. | 4 Data | End Data | = | | (6:30 PM-9: | , | | | | | | |
| 10100 | <u>اماه</u> 10/ k: 10 | t Date | End Date | <u>Weekdays</u> S- | Spots/Week | Rate | Rating | | | | 1 | | |
| | | | 10/21/12 | ···· | <u> </u> | \$1,000.00 | 0.00 | | | | | | |
| 50 | 4 | 10/22/1 | 2 10/22/12 | M-F 1102-1132p | | M-F 1102p- | 1132p M | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| | | | | M-F 1102p-1132 | | | | | | | | | |
| N | EW\$ | | | | REV | | | | | | | | |
| | Star | t Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Wee | k: 10/2 | 22/12 | 10/28/12 | M | 1 | \$250.00 | 0.00 | | | | | | |
| N 51 | 4 | 11/06/1 | 2 11/06/12 | M-F 7-9a | CM-All | 7-9a | -7 | :30 | 1 | \$825.001 | 0.00 NM | 1 | \$825.00 |
| | | | | M-F 7-9a | | | | | | • • • • • • • | | , | *************************************** |
| | Star | t Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | ı | | |
| Wee | k: 11/0 | | 11/11/12 | -T | 1 | \$825.00 | 0.00 | | | | | | |
| N 52 | 4 | 11/06/1 | 2 11/06/12 | M-F 430a News | CM-AII | 430-5a | | :30 | 1 | \$100.001 | 0.00 NM | 4 | £400 00 |
| | - | 1 17007 1 | 2 11100/12 | M-F 430-5a New: | | 400-Ja | -1 | .50 | ļ | \$100.00 I | U.UU INIVI | | \$100.00 |
| | Char | t Doto | End Date | | - | D | | | | | 1 | | |
| 384 | | t Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Wee | k: 11/0 |)5/12 | 11/11/12 | | 1 | \$100.00 | 0.00 | | | | | | |
| | | | | | | | | | | | エールー | ~~ ~ | 20 646 00 |

Totals

83 \$38,545.00

ORDER

Flight Dates 11/03/12-11/06/12

Order Sep

00:15:00

Contract / Revision

Estimate #

587966 /

Alt Order #

N02N06 9854677

Cash

Original Date / Revision

Agency Com 11/02/12

15%

Billing Type

11/02/12

Billing Contact

Product

Order Type

GENERAL

Billing Cycle

EOM/EOC

Advertiser Spence, David/R/Mo Gov

814 King Street

Billing Calendar BROADCAST

Agency Smart Media Group LLC

Suite 400 Alexandria, VA 22314

Demographic A25-54

Rev Codes

SP-POL CAN

POL

Page 1 of 3

Buying Contact Nicole Graff

Sales Office DC-M

Sales Region NAT

Product Codes PL1Ea Priority

DEFAULT

Agency Ref

Advertiser Ref

814 King Street Suite 400 Alexandria, VA 22314

Primary Account Executive Dan Driscoll

Account Executive

Order%

Start Date

End Date

Dan Driscoll

100%

Order Share 25% Market Value 84760

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 25% | 21190 |
| KCWE | % | 0 |
| KMBC | 25% | 21190 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 25% | 21190 |
| KSMO | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating Start Date | | | Net Amount G | |
|---------------|------------|-------------|--------------|-------------------|----------|----|--------------|-------------|
| November 2012 | 29 | \$18,011.50 | \$21,190.00 | 0.00 10/29/12 | 11/06/12 | 29 | \$18,011.50 | \$21,190.00 |
| Totals | 29 | \$18,011.50 | \$21,190.00 | 0.00 | | | | |

| | | | | | | | | | | | | Tota | ls |
|------|----------|-------------|----------|-----------------|------------|--------------|---------|-----|-------|-------------|----------|-------|------------|
| Ln (| Ch : | Start | End | Inventory Code | Break | Start/End Ti | me Days | Len | Spots | Rate Pri | Rtg Type | Spots | Amount |
| E 1 | 4 1 | 1/04/12 | 11/04/12 | Su 7-9a | CM-All | Su 7-9a | s | :30 | 1 | \$500.001 | 0.00 NM | 1 | \$500.00 |
| | | | | Su 7-9a | | | | | | | | | |
| | Start I | <u>Date</u> | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Wee | k: 10/29 | /12 | 11/04/12 | S | 1 | \$500.00 | 0.00 | | | | | | |
| E 2 | 4 1 | 1/03/12 | 11/03/12 | SA 1030-1130p | CM-All | 1030-1130p | s- | :30 | 1 | \$300.001 | 0.00 NM | 1 | \$300.00 |
| | | | | Sa 1030-1130p | | | | | | | | | |
| | Start | Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Wee | k: 10/29 | /12 | 11/04/12 | S- | 1 | \$300.00 | 0.00 | | | | | | |
| E 3 | 4 1 | 1/04/12 | 11/04/12 | Su 10-1030P | CM-All | 10-1030p | s | :30 | 1: | \$1,800.001 | 0.00 NM | 1 | \$1,800.00 |
| | | | | Su 10-1030p | | | | | | | | | |
| | Start | Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | 1000 |
| Wee | k: 10/29 | /12 | 11/04/12 | S | 1 | \$1,800.00 | 0.00 | | | | | | |
| E 4 | 4 1 | 1/04/12 | 11/04/12 | SU 1030-1102p | CM-All | 1030-1102p | S | :30 | 1 : | \$1,000.001 | 0.00 NM | 1 | \$1,000.00 |
| | | | | Su 1030-1102p | | • | | | | - | | | • |
| | Start I | <u>Date</u> | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |



Flight Dates 11/03/12-11/06/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:15:00

Print Date: 11/02/12

Advertiser Spence, David/R/Mo Gov Product

Estimate # N02N06

| Ln C | h Start | End | Inventory Code | Danale | 01-46-47 | | 1 0 | | D. D. | | Tota | Transaction of the Parket of t |
|---|---|------------------------|--|-----------------|---------------------------|----------------|---------------|------|-------------------------|-----------|------------|--|
| E 4 | | 12 11/04/12 | Inventory Code SU 1030-1102p | | Start/End T 1030-1102p | ime Days | Len Sp :30 | | Rate Pri \$1,000.001 | 0.00 NM | Spots 1 | Amount \$1,000.00 |
| | 06-4 5-4- | <u> </u> | Su 1030-1102p | | , | - - | | , | ¥ 1,000.00 1 | 0.00 1111 | | Ψ1,000.00 |
| Wee | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week 1 | <u>Rate</u> \$1,000.00 | Rating 0.00 | | | | | | |
| 5 | 4 11/03/1 | 12 11/03/12 | M-Su 5a-12x Rot 1230-1p | ator CM-All | 1230-1p (12:30 PM-1: | S- 00 PM) | :30 | 1 | \$800.001 | 0.00 NM | 1 | \$800.00 |
| *************************************** | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| N 6 | 4 11/05/1 | 12 11/06/12 | M-F 9-10a M-F 9-10a | CM-Ali | 9-10a | MT | :30 | 4 | \$500.00 DEF | M/ 00.0 ¥ | 4 | \$2,000.00 |
| Wee | Start Date k: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> MT | Spots/Week 4 | <u>Rate</u> \$500.00 | Rating 0.00 | | | | | : | |
| N 7 | ······ | 12 11/06/12 | M-F 10-11a M-F 10-11a | | 10-11a | MT | :30 | 2 | \$250.00 DEF | M/ 00.0 A | 2 | \$500.00 |
| Wee | Start Date k: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> MT | Spots/Week 2 | <u>Rate</u> \$250.00 | Rating 0.00 | | | | | | |
| N 8 | 4 11/05/1 | 12 11/06/12 | M-F 11a-12p M-F 11a-12p | CM-AII | 11a-12p | MT | :30 | 2 | \$200.00 DEF | A 0.00 NM | 2 | \$400.00 |
| Wee | <u>Start Date</u> k: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> MT | Spots/Week 2 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| N 9 | 4 11/05/1 | 2 11/06/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | MT | :30 | 2 | \$500.00 DEF | A 0.00 NM | 2 | \$1,000.00 |
| ***** | Start Date k: 11/05/12 | End Date 11/11/12 | Weekdays MT | Spots/Week 2 | <u>Rate</u> \$500.00 | Rating 0.00 | | | | | | |
| N 10 | 4 11/04/1 | 2 11/04/12 | FOX News Sunda FOX News Sunda | • | 9a-10a | 5 | :30 | 1 | \$500.00 DEF | A 0.00 NM | 1 | \$500.00 |
| Weel | Start Date k: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week | <u>Rate</u> \$500.00 | Rating 0.00 | | | | i | | |
| N 11 | | 2 11/05/12 | | CM-All | | M | :30 | 1 | \$200.00 DEF | 4 0.00 NM | 1 | \$200.00 |
| Weel | Start Date c: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| N 12 | 4 11/05/1 | 2 11/05/12 | M-F 4-5p M-F 4-5p | CM-AII | 4-5p | M | :30 | 1 | \$625.00 DEF | MM 00.0 A | 1 | \$625.00 |
| Weel | <u>Start Date</u> c: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$625.00 | Rating 0.00 | | | | | | |
| N 13 | 4 11/05/1 | 2 11/05/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 | M D PM) | :30 | 1 \$ | 61,000.00 DEF | MM 00.0 A | 1 | \$1,000.00 |
| Weel | Start Date c: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$1,000.00 | Rating 0.00 | | | | | | |
| N 14 | 4 11/05/1 | 2 11/05/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 | M D PM) | :30 | 1 \$ | 31,000.00 DEF | △ 0.00 NM | 1 | \$1,000.00 |
| \Weel | <u>Start Date</u> c: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week | Rate \$1,000.00 | Rating | | | | | | |
| | *************************************** | 2 11/05/12 | | CM-Ail | | 0.00 M | :30 | 1 \$ | 61,440.00 DEF | 0.00 NM | 1 | \$1,440.00 |
| 1011 | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | ~ | | | |
| *************************************** | <u>k: 11/05/12</u> 4 11/05/1 | 11/11/12 2 11/05/12 | M M-F 1102-1132p M-F 1102p-1132p | CM-All | \$1,440.00 M-F 1102p-1 | 0.00 132p M | :30 | 2 | \$375.00 DEF | 0.00 NM | 2 | \$750.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |



Flight Dates 11/03/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 11/02/12/ 11/02/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product

Estimate # N02N06

| | | | | | | | | | | | Tota | als |
|------|----------------------------------|--|-----------------------------------|-----------------|---------------------------------|----------------|--------|-----|---------------|-------------|-------|------------|
| Ln C | h Star | t End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate P | ri Rtg Type | Spots | Amount |
| N 16 | 4 11/05 | /12 11/05/12 | M-F 1102-1132p M-F 1102p-1132; | | M-F 1102p-1 | 132p M | :30 | 2 | \$375.00 D | EFA 0.00 NM | 2 | \$750.00 |
| Weel | Start Date k: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 2 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| N 17 | 4 11/05 | /12 11/05/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM - 9:3 | M IO PM) | :30 | 1 | \$1,800.00 D | EFA 0.00 NM | 1 | \$1,800.00 |
| Wee | <u>Start Date</u> k: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$1,800.00 | Rating 0.00 | | | | | | |
| N 18 | 4 11/05 | /12 11/05/12 | M-F 9-10p 930-10p | | 930-10p (9:30 PM-10: | M 00 PM) | :30 | 1 | \$1,800.00 Di | EFA 0.00 NM | 1 | \$1,800.00 |
| Weel | Start Date k: 11/05/12 | <u>End Date</u> 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$1,800.00 | Rating 0.00 | | | | | | |
| N 19 | 4 11/05 | /12 11/05/12 | M-F 10-1030p M-F 10-1030p | CM-AII | 10-1030p | М | :30 | 1 | \$1,800.00 DI | EFA 0.00 NM | 4 | \$1,800.00 |
| Week | Start Date k: 11/05/12 | <u>End Date</u> 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$1,800.00 | Rating 0.00 | | | | | | |
| N 20 | 4 11/05 | /12 11/05/12 | M-F 1030-1102p M-F 1030-1102p | CM-All | 1030-1102p | M | :30 | 1 | \$1,800.00 DI | EFA 0.00 NM | 1 | \$1,800.00 |
| Week | Start Date k: 11/05/12 | <u>End Date</u> 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$1,800.00 | Rating 0.00 | | | | | | |
| N 24 | 4 11/04 | /12 11/04/12 | SU 1232A-132A Su 1232-132a | CM-All | 1232-132a | S | :30 | 1 | \$75.00 DI | EFA 0.00 NM | 1 | \$75.00 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | Weekdays S | Spots/Week 1 | <u>Rate</u> \$75.00 | Rating 0.00 | | | | | | |
| N 25 | 4 11/05 | /12 11/05/12 | M-F 1232-102a M-F 1232-1a | CM-All | 1232-1a | M | :30 | 1 | \$100.00 DE | EFA 0.00 NM | 1 | \$100.00 |
| Week | <u>Start Date</u> c: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| | | , to a second se | | | | | | | | Totals | 29 \$ | 21,190.00 |

POL

WDAF-TV

ORDER

Flight Dates 11/03/12-11/06/12

Order Sep 0

00:15:00

Contract / Revision 587966 /

Product Estimate #

Original Date / Revision

Agency Com 15%

<u>/UIII</u> 10 /8

Billing Type
Order Type

Alt Order #

Cash

DEFAULT

11/02/12 11/02/12

Billing Contact

Order Type GENERAL

Billing Cycle EOM/EOC

Advertiser Spence, David/R/Mo Gov
814 King Street

Suite 400

Alexandria, VA 22314

Demographic A25-54

Billing Calendar BROADCAST

Agency Smart Media Group LLC

roup LLC Alexandria, VA 22

Rev Codes SP-POL CAN

Buying Contact Nicole Graff

Sales Office DC-M

Product Codes PL1Ea

Sales Region NAT

ion NAT <u>Priority</u>

Agency Ref

Advertiser Ref

814 King Street Suite 400 Alexandria, VA 22314

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 25% Market Value 17600

| Competing Station | | Amount |
|-------------------|-----|--------|
| KCPT | % | 0 |
| KCTV | 25% | 4400 |
| KCWE | % | 0 |
| KMBC | 25% | 4400 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 25% | 4400 |
| KSMO | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating Start Date | | Net Amount G | |
|---------------|------------|------------|--------------|-------------------|-------|--------------|------------|
| November 2012 | 5 | \$3,740.00 | \$4,400.00 | 0.00 10/29/12 | 5 | \$3,740.00 | \$4,400.00 |
| Totals | 5 | \$3 740 00 | \$4,400.00 | 0.00 | | | |

| | | | | | | | | | | | | Tota | ls |
|------|---------------------------|---|----------------------|--------------------------------|-----------------|---------------------------|----------------|--------|-----|-------------|---------------------------------------|-------|------------|
| Ln (| Ch | Start | End | Inventory Code | Break | Start/End Ti | me Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
| 1 | 4 | 11/04/12 | 11/04/12 | Su 7-9a Su 7-9a | CM-Ali | Su 7-9a | S | :30 | 1 | \$500.001 | 0.00 NM | 1 | \$500.00 |
| Wee | <u>Start</u> ek: 10/29 | | End Date 11/04/12 | Weekdays S | Spots/Week 1 | <u>Rate</u> \$500.00 | Rating 0.00 | | | | | | |
| 2 | 4 | 11/03/12 | 11/03/12 | SA 1030-1130p Sa 1030-1130p | CM-AII | 1030-1130p | S- | :30 | 1 | \$300.001 | 0.00 NM | 1 | \$300.00 |
| Wee | <u>Start</u> ek: 10/29 | *************************************** | End Date 11/04/12 | Weekdays S- | Spots/Week 1 | <u>Rate</u> \$300.00 | Rating 0.00 | | ,- | | · · · · · · · · · · · · · · · · · · · | | |
| 3 | 4 | 11/04/12 | 11/04/12 | Su 10-1030P Su 10-1030p | CM-AII | 10-1030p | 5 | :30 | 1 | \$1,800.001 | 0.00 NM | 1 | \$1,800.00 |
| Wee | <u>Start</u> ek: 10/29 | | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week 1 | <u>Rate</u> \$1,800.00 | Rating 0.00 | | | | 7 | | · · |
| 4 | 4 | 11/04/12 | 11/04/12 | SU 1030-1102p Su 1030-1102p | CM-All | 1030-1102p | \$ | :30 | 1 | \$1,000.001 | 0.00 NM | 1 | \$1,000.00 |
| | Start | <u>Date</u> | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | Į. | | |



Print Date: 11/02/12

Page 2 of 2

Contract / Revision

587966

Flight Dates 11/03/12-11/06/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product

| Ln Ch St | art End | Inventory Code | Break | Start/End T | me Days | Len Spo | ots | Rate Pri | Rtg Type | *************************************** | tals Amount |
|----------------|----------------|--------------------------------|------------|--------------|---------|---------|-----|-------------|----------|---|----------------|
| 4 4 11/ | 04/12 11/04/12 | SU 1030-1102p Su 1030-1102p | CM-All | 1030-1102p | S | :30 | 1 | \$1,000.001 | 0.00 NM | 1 | \$1,000.00 |
| Start Da | | | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/29/1: | 2 11/04/12 | S | 1 | \$1,000.00 | 0.00 | | | | | | |
| E 5 4 11/ | 03/12 11/03/12 | M-Su 5a-12x Rota | tor CM-All | 1230-1p | 5- | :30 | 1 | \$800.001 | 0.00 NM | 1 | \$800.00 |
| | | 1230-1p | | (12:30 PM-1: | 00 PM) | | | | | | |
| Start Da | ite End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/29/1 | 2 11/04/12 | \$- | 1 | \$800.00 | 0.00 | | | | | | |
| | | | | | | | | | Totals | 5 | \$4,400.00 |



Print Date

Order Sep

10/31/12

00:15:00

Page 1 of 9

WDAF-TV

Contract / Revision

Flight Dates 10/30/12-11/06/12

Product Estimate #

Spence/governor Alt Order #

<u>Original Date / Revision</u> <u>Agency Com</u> 15% <u>Billing Type</u> Cash

10/31/12 10/31/12 Billing Contact Order Type GENERAL

Advertiser Spence, David/R/Mo Gov

814 King Street

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Suite 400

Agency Smort Media Group I. C. Alexandria, VA 22314

Demographic A25-54

Agency Smart Media Group LLC Rev Codes SP-POL CAN POL

Buying Contact Nicole Graff
Sales Office DC-M Product Codes PL1Ea

814 King Street
Suite 400
Sales Region NAT
Agency Ref
Advertiser Ref

Primary Account Executive Dan Driscoll

Alexandria, VA 22314

Account Executive Order% Start Date End Date

Dan Driscoll 100%

587192

Order Share 25% Market Value 169540

| Competing Station | | Amount |
|-------------------|-----|--------|
| KCPT | % | 0 |
| KCTV | 25% | 42385 |
| KCWE | % | 0 |
| KMBC | 25% | 42385 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 25% | 42385 |
| KSMO | % | 0 |

Order Totals Billing Plan Rating Start Date End Date Month # of Spots Net Amount Gross Amount # Spots **Net Amount Gross Amount** November 2012 95 \$36,027.25 \$42,385.00 0.00 10/29/12 11/06/12 \$36,027,25 \$42,385.00 95 \$36,027.25 \$42,385.00 0.00 Totals

| | Ln | Ch | Start | End | Inventory Code | Break | Start/End T | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Total Spots | s Amount |
|---|----|------------|-----------------------------|----------------------|------------------------|-----------------|-------------------------|----------------|--------|-----|----------------------|----------|----------------|-------------|
| - | 1 | 4 | 10/31/12 | 10/31/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | W | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| - | 2 | 4 | 11/01/12 | 11/01/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | W | _ | tart <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | 1111 ₁₂ 4 | | | |
| | 3 | 4 | 11/02/12 | 11/02/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | F | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | W | _ | tart <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| | 4 | 4 | 11/05/12 | 11/05/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | | <u>S</u> 1 | tart Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |

Print Date: 10/31/12 Page 2 of 9



587192 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 10/31/12/ 10/31/12

Order Sep 00:15:00

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u> Estimate #

| n C | | | Inventory Code | Break | Start/End | Time Days | Len Sp | oots | Rate Pri | Rtg Type | Tota Spots | <u>ls</u> Amouni |
|------|----------------------------------|------------------------|----------------------------|-----------------|-------------------------|-----------------------|--------|------|---|----------|---------------------------------------|---------------------|
| 4 | 4 11/05/ | 12 11/05/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | М | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Weel | <u>Start Date</u> k: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 5 | 4 11/06/ | 12 11/06/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | -T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| | Start Date k: 11/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 6 | | | M-F 10-11a M-F 10-11a | | 10-11a | W | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | *************************************** | | | |
| 7 | | | M-F 10-11a M-F 10-11a | | 10-11a | T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$100.00 | <u>Rating</u> 0.00 | | | | | | |
| 3 | 4 11/02/ | 12 11/02/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | F | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Neek | Start Date c: 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 9 | 4 11/05/ | 12 11/05/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Neek | Start Date c: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 0 | | | M-F 10-11a M-F 10-11a | CM-All | 10-11a | -T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Veek | Start Date :: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> -T | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 1 | | 12 10/31/12 | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | W | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| | Start Date c: 10/29/12 | End Date 11/04/12 | Weekdays w | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 2 . | | | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 3 . | | | M-F 11a-12p M-F 11a-12p | CM-AII | 11a-12p | F | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| | <u>Start Date</u> : 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 4 4 | | 2 11/05/12 | M-F 11a-12p | | 11a-12p | M~~~~ | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Veek | Start Date : 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | Rate \$100.00 | Rating 0.00 | | | | | , , , , , , , , , , , , , , , , , , , | |
| | ······ | 2 11/06/12 | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | -T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| Voor | Start Date : 11/05/12 | | Weekdays -T | Spots/Week | | Rating | | | 35000 | | | |
| | | 11/11/12 2 10/31/12 | M-F 12p-1p M-F 12-1p | CM-All | \$100.00 12-1p | 0.00 W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | l | | |



587192 Flight Dates 10/30/12-11/06/12 **Hiatus Dates**

Order Sep 00:15:00

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

Original Date / Revision 10/31/12/ 10/31/12

| .n C 16 | | End 12 10/31/12 | Inventory Cod M-F 12p-1p | | Start/End 12-1p | W | Len Sp | | | Rtg Type S | _ | Amount |
|------------|----------------------------------|----------------------|-----------------------------|------------------------|---|----------------|--------|---|-----------|------------|---|----------|
| | 10,017 | 12 10/01/12 | M-F 12-1p | CIVITAII | 12-10 | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Weel | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays w | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 17 | 4 11/01/ | 12 11/01/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Weel | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 18 | 4 11/02/ | 12 11/02/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | ~~~F | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Weel | Start Date c: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> F | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 19 | 4 11/05/ | 12 11/05/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Weel | Start Date c: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 20 | 4 10/31/1 | 2 10/31/12 | M-F 3-4p M-F 3-4p | CM-All | 3-4p | W | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | <u>Spots/Week</u> 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 21 | 4 11/01/1 | 2 11/01/12 | M-F 3-4p M-F 3-4p | CM-All | *************************************** | T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 22 | 4 11/02/1 | 2 11/02/12 | M-F 3-4p M-F 3-4p | CM-AII | 3-4p | F | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Week | <u>Start Date</u> :: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 23 | 4 11/05/1 | 2 11/05/12 | M-F 3-4p M-F 3-4p | CM-AII | 3-4p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Week | Start Date :: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 24 | 4 10/31/1 | 2 10/31/12 | M-F 4-5p M-F 4-5p | CM-AII | 4-5p | W | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.0 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | Spots/Week 1 | <u>Rate</u> \$250.00 | Rating 0.00 | | | | | | |
| 25 | 4 11/01/1 | 2 11/01/12 | M-F 4-5p M-F 4-5p | CM-Ali | *************************************** | T | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week | <u>Rate</u> \$250.00 | Rating 0.00 | | | | | | |
| 26 - | 4 11/02/1 | 2 11/02/12 | M-F 4-5p M-F 4-5p | CM-All | 4-5p | ~ ~ ~ F | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| Week | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | <u>Rate</u> \$250.00 | Rating 0.00 | | | ~ | | | |
| | ******* | 2 11/05/12 | M-F 4-5p M-F 4-5p | CM-All | | M | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| Week | Start Date 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week | <u>Rate</u> \$250.00 | Rating 0.00 | | | | | | |
| | ****** | · | M-F 5-530a M-F 5-530a | CM-All | *************************************** | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | : | | |

Page 4 of 9



587192

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product Spence/governor

| n C | | End | Inventory Code | | | Time Days | Len (| Spots | | Rtg Type | Spots | Amoun |
|------------|----------------------------------|----------------------|--------------------------|-----------------|-------------------------|----------------|-------|-------|-----------|----------|-------|----------|
| 28 | 4 10/31/1 | 2 10/31/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays w | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 29 | 4 11/01/ | 11/01/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 30 | 4 11/02/1 | 2 11/02/12 | M-F 5-530a M-F 5-530a | CM-AII | 5-530a | F | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | : | |
| | k: 10/29/12 | 11/04/12 | F | 1 | \$200.00 | 0.00 | | | ······ | | | |
| 31 | 4 11/05/1 | 12 11/05/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | Start Date k: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 32 | 4 11/06/1 | 2 11/06/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | -T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | <u>Start Date</u> k: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> -T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 33 | 4 10/31/1 | 2 10/31/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200. |
| Wee | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 34 | 4 11/01/1 | 2 11/01/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200. |
| Wee | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | l | |
| 35 | 4 11/02/1 | 2 11/02/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | F | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200. |
| Wee | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 36 | 4 11/05/1 | 2 11/05/12 | M-F 530-6a M-F 530-6a | CM-Ail | 530-6a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200. |
| Wee | Start Date k: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 37 | 4 11/06/1 | 2 11/06/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | -٣ | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200. |
| Wee | Start Date k: 11/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 38 | 4 10/31/1 | 2 10/31/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | W | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400. |
| | Start Date | | Weekdays | Spots/Week | ····· | Rating | | | | | | |
| | k: 10/29/12 | 11/04/12 | W | 1 | \$400.00 | 0.00 | | | | | - | <u> </u> |
| 19 | | 2 11/01/12 | M-F 6-7a | CM-All | | T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400. |
| Moo | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | | Rating 0.00 | | | | | | |
| io Vvee | | 2 11/02/12 | | CM-All | | 0.00 | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400. |
| | Start Date | | M-F 6-7a Weekdays | Spots/Week | | | | | | | | |

Page 5 of 9



587192

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u> Estimate #

| n (| Ch | Start | End | Inventory Code | Break | Start/End Ti | ime Days | Len Sp | ots | Rate Pri | Rtg Type | Tota Spots | Amount |
|-----|-----------|-----------------------------|----------------------|-----------------------|-----------------|-------------------------|-----------------------|--------|-----|-----------|----------|---------------|---------|
| 0 | 4 | 11/02/1 | 2 11/02/12 | M-F 6-7a M-F 6-7a | CM-Ali | 6-7a | F | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Wee | _ | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> F | Spots/Week 1 | <u>Rate</u> \$400.00 | <u>Rating</u> 0.00 | | | | | | |
| 11 | 4 | 11/05/1 | 2 11/05/12 | M-F 6-7a M-F 6-7a | CM-Ali | 6-7a | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Wee | | tart <u>Date</u> 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 2 | 4 | 11/06/1 | 2 11/06/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | -T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Wee | _ | <u>tart Date</u> 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> -T | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 3 | 4 | 10/31/1 | 2 10/31/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | ~ ~W | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.0 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| 4 | 4 | 11/01/1 | 2 11/01/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | T | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.0 |
| Wee | - | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| 5 | 4 | 11/02/1 | 2 11/02/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | F | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.6 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| 6 | 4 | 11/05/1 | 2 11/05/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | M | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.0 |
| Wee | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| .7 | 4 | 11/06/1 | 2 11/06/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | -T | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.0 |
| Wee | _ | <u>tart Date</u> 1/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| 8 | 4 | 11/03/1 | 2 11/03/12 | Sa 7-9a Sa 7-9a | CM-AII | Sa 7-9a | S- | :30 | 1 | \$300.003 | 0.00 NM | 1 | \$300.0 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> S- | Spots/Week 1 | <u>Rate</u> \$300.00 | Rating 0.00 | | | | | | |
| 9 | 4 | 11/04/1 | 2 11/04/12 | Su 7-9a Su 7-9a | CM-AII | Su 7-9a | S | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 0 | 4 | 11/04/1 | 2 11/04/12 | FOX News Sunda | | 9a-10a | S | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays S | Spots/Week | <u>Rate</u> \$200.00 | Rating 0.00 | | ~ | | | | |
| 1 | 4 | | 2 10/31/12 | | CM-All | 5-530p (5:00 PM-5:30 | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| Nee | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | Rate | Rating 0.00 | ···· | · | | | | |
| 2 | 4 | | 2 11/01/12 | | CM-All | 5-530p (5:00 PM-5:30 | T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| | <u>St</u> | tart Date | End Date | Weekdays | Spots/Week | • | Rating | | | | | | |



Flight Dates 10/30/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product Spence/governor

| n Ch | | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type S | Spots | Amount |
|---|-------------------------------|----------------------|-----------------------------------|-----------------|-------------------------|----------------|--------|-----|-----------|----------------|-------|----------|
| 52 4 | 11/01/1 | 2 11/01/12 | M-F 5-6p 5-530p | | 5-530p (5:00 PM-5:3 | T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| | Start Date | End Date | Weekdays | Spots/Week | | Rating | | | | 1 | | |
| | 10/29/12 | 11/04/12 | T | 1 | \$400.00 | 0.00 | | | | | | |
| 53 4 | 11/02/1 | 2 11/02/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:3 | F 30 PM) | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | Start Date 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 54 4 | | 2 11/05/12 | 5-530p | CM-AII | 5-530p (5:00 PM-5:3 | M BO PM) | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.06 |
| | Start Date 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 55 4 | | 2 10/31/12 | | | 530-6p (5:30 PM-6:0 | W | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | Start Date 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | Rate \$400.00 | Rating 0.00 | | | | | | |
| 56 4 | 11/01/1 | 2 11/01/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:0 | T 00 PM) | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | Start Date 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week | <u>Rate</u> \$400,00 | Rating 0.00 | | | | | | |
| 57 4 | | 2 11/02/12 | | | 530-6p (5:30 PM-6:0 | F | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | Start Date 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | Rate | Rating 0.00 | | | | | | |
| 58 4 | | 2 11/05/12 | M-F 5-6p 530-6p | | 530-6p (5:30 PM-6:0 | M 00 PM) | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| | Start Date 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| 59 4 | | | M-F 6-630p M-F 6-630p | | 6-630p | W | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.0 |
| | <u>Start Date</u> 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$540.00 | Rating 0.00 | | | | | | |
| 60 4 | 11/01/1 | 2 11/01/12 | M-F 6-630p M-F 6-630p | CM-AII | 6-630p | <u></u> T | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.0 |
| | Start Date 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$540.00 | Rating 0.00 | | | | | | |
| 61 4 | 11/02/1 | 2 11/02/12 | M-F 6-630p M-F 6-630p | CM-AII | 6-630p | F | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.0 |
| | Start Date 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$540.00 | Rating 0.00 | | | | | | |
| 62 4 | 11/05/1 | 2 11/05/12 | M-F 6-630p M-F 6-630p | | 6-630p | М | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.0 |
| | Start Date 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week | <u>Rate</u> \$540.00 | Rating 0.00 | | | | | | |
| 63 4 | | 2 11/04/12 | | CM-All | | S | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| *************************************** | 10/29/12 | 11/04/12 | S | 1 | \$125.00 | 0.00 | | | | | | |
| 64 4 | | | M-F 1102-1132p M-F 1102p-1132p | p | · | 1132pW | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |

<u>Original Date / Revision</u> 10/31/12/ 10/31/12



Flight Dates 10/30/12-11/06/12 587192

Hiatus Dates

Order Sep 00:15:00

Print Date: 10/31/12

Advertiser Spence, David/R/Mo Gov Product Spence/governor

| _n C | | | Inventory Code | | Start/End T | | Len Sp | oots | Rate Pri | Rtg Type S | Spots | Amount |
|------|----------------------------------|-----------------------------|---|-----------------|----------------------------------|----------------|--------|------|-----------|------------|-------|-----------|
| 64 | 4 10/31/ | /12 10/31/12 | M-F 1102-1132p M-F 1102p-1132 _l | | M-F 1102p- | 1132pW | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| Wee | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 65 | 4 11/01/ | 12 11/01/12 | M-F 1102-1132p M-F 1102p-1132p | | M-F 1102p- | 1132pT | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| Wee | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 66 | 4 11/02/ | 12 11/02/12 | M-F 1102-1132p M-F 1102p-1132p | | M-F 1102p- | 1132pF | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| Wee | <u>Start Date</u> k: 10/29/12 | <u>End Date</u> 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$125.00 | Rating 0.00 | | | | | | |
| 67 | 4 11/05/ | 12 11/05/12 | M-F 1102-1132p M-F 1102p-1132; | | M-F 1102p-1 | 1132p M | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| Weel | <u>Start Date</u> k: 11/05/12 | <u>End Date</u> 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | | Rating 0.00 | | | | | | |
| 68 | 4 11/03/ | 12 11/03/12 | SA 1030-1130p Sa 1030-1130p | CM-All | 1030-1130p | S- | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| Weel | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | Weekdays S- | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 39 | 4 10/31/ | 12 10/31/12 | M-F 9-10p 9-930p | CM-AII | 9-930p (9:00 PM-9:3 | W 0 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Weel | <u>Start Date</u> k: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 70 | 4 11/01/ | 12 11/01/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:3 | T 0 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Weel | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 71 | 4 11/02/ | 12 11/02/12 | M-F 9-10p 9-930p | | 9-930p (9:00 PM-9:3 | F 0 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Week | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 72 | 4 11/05/ | 12 11/05/12 | M-F 9-10p 9-930p | | 9-930p (9:00 PM-9:3 | м 0 РМ) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Week | Start Date c: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 73 | 4 10/31/ | 12 10/31/12 | M-F 9-10p 930-10p | | 930-10p (9:30 PM-10: | W 00 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 74 | 4 11/01/ | 12 11/01/12 | M-F 9-10p 930-10p | | 930-10p (9:30 PM-10: | T 00 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 75 | 4 11/02/ | 12 11/02/12 | M-F 9-10p 930-10p | | 930 <u>-</u> 10p (9:30 PM-10: | F | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| Week | Start Date c: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | Rate \$800.00 | Rating 0.00 | | | | | | 1 V-Value |
| | | 12 11/05/12 | | CM-All | 930-10p (9:30 PM-10: | M | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| | Start Date | End Date | • | Spots/Week | Rate | Rating | | | | | | |

Contract / Revision

Print Date: 10/31/12 Page 8 of 9

587192 Flight Dates 10/30/12-11/06/12

> Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product Spence/governor

Original Date / Revision 10/31/12/ 10/31/12

Estimate #

<u>Hiatus Dates</u>

| 70 | 4 44/00/14 | End | Inventory Code | | Start/End Ti | _ | .00 | 4 0000000 | 0.00 111 | 4 | 0.000 |
|------|---------------------------|----------------------|----------------------------------|---|-------------------------|----------------|-----|---------------|----------|---|-----------|
| 76 | 4 11/05/1 | 2 11/05/12 | M-F 9-10p 930-10p | CM-AII | 930-10p (9:30 PM-10: | M 00 PM) | :30 | 1 \$800.003 | 0.00 NM | 1 | \$800.0 |
| Week | Start Date | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | |
| 77 | 4 10/31/1 | 2 10/31/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | W | :30 | 1 \$800.003 | 0.00 NM | 1 | \$800.0 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> W | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | |
| 78 | 4 11/01/1 | 2 11/01/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | T | :30 | 1 \$800.003 | 0.00 NM | 1 | \$800.0 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | |
| 79 | 4 11/02/1 | 2 11/02/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | F | :30 | 1 \$800.003 | 0.00 NM | 1 | \$800.0 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | |
| 80 | 4 11/05/1 | 2 11/05/12 | M-F 10-1030p M-F 10-1030p | CM-AII | 10-1030p | M | :30 | 1 \$800.003 | 0.00 NM | 1 | \$800.0 |
| Week | Start Date :; 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | |
| 81 | 4 10/31/1 | 2 10/31/12 | M-F 1030-1102p M-F 1030-1102p | CM-AII | 1030-1102p | W | :30 | 1 \$400.003 | 0.00 NM | 1 | \$400.0 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | : | | |
| 82 | 4 11/01/1 | 2 11/01/12 | M-F 1030-1102p M-F 1030-1102p | CM-Ail | 1030-1102p | T | :30 | 1 \$400.003 | 0.00 NM | 1 | \$400.0 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | |
| 83 - | 4 11/02/1 | 2 11/02/12 | M-F 1030-1102p M-F 1030-1102p | CM-Ail | 1030-1102p | F | :30 | 1 \$400.003 | 0.00 NM | 1 | \$400.0 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | |
| 84 | 4 11/05/1 | 2 11/05/12 | M-F 1030-1102p M-F 1030-1102p | CM-AII | 1030-1102p | M | :30 | 1 \$400.003 | 0.00 NM | 1 | \$400.0 |
| Week | Start Date :: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | |
| 85 - | 4 11/04/1 | 2 11/04/12 | Su 10-1030P Su 10-1030p | CM-AII | 10-1030p | S | :30 | 1 \$800.003 | 0.00 NM | 1 | \$800.0 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | Weekdays S | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | |
| 86 - | 4 11/04/1 | 2 11/04/12 | SU 1030-1102p Su 1030-1102p | CM-AII | 1030-1102p | S | :30 | 1 \$400.003 | 0.00 NM | 1 | \$400.0 |
| Week | Start Date :: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> | Spots/Week | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | |
| | | | M-F 630-7p M-F 630-7p | CM-All | 630-7p | W | :30 | 1 \$2,200.003 | 0.00 NM | 1 | \$2,200.0 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | |
| | : 10/29/12 | 11/04/12 | W | *************************************** | \$2,200.00 | 0.00 | -20 | 1 62 222 222 | 0.00 NR | | ¢9.200.4 |
| 88 - | | 2 11/01/12 | M-F 630-7p | | 630-7p | T | :30 | 1 \$2,200.003 | 0.00 NM | 1 | \$2,200.0 |
| | Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | |

Page 9 of 9

587192

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Order Sep 00:15:00

Original Date / Revision 10/31/12/ 10/31/12

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

| | | | | • | • | | | | | | | |
|------|-----------------------------------|----------------------|----------------------------------|-----------------|---------------------------|-----------------------|--------|------|-----------|----------|------|----------------|
| Ln (| Ch Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | oots | Rate Pri | Rtg Type | | tals Amount |
| 88 | 4 11/01/ | 12 11/01/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | T | :30 | 1 \$ | 2,200.003 | 0.00 NM | 1 | \$2,200.00 |
| | Start Date ek: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$2,200.00 | Rating 0.00 | | | | | | |
| 89 | | | M-F 630-7p M-F 630-7p | CM-AII | 630-7p | F | :30 | 1 \$ | 2,200.003 | 0.00 NM | 1 | \$2,200.00 |
| | <u>Start Date</u> ek: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$2,200.00 | <u>Rating</u> 0.00 | | | | | | |
| 90 | | | M-F 630-7p M-F 630-7p | CM-All | 630-7p | M | :30 | 1 \$ | 2,200.003 | 0.00 NM | 1 | \$2,200.00 |
| | Start Date ek: 11/05/12 | End Date 11/11/12 | Weekdays M | | <u>Rate</u> \$2,200.00 | Rating 0.00 | | | | | | |
| 91 | 4 10/31/ | 12 10/31/12 | X Factor Wednes FOX X Factor | day CM-All | 7-9p | W | :30 | 1 \$ | 1,800.003 | 0.00 NM | 1 | \$1,800.00 |
| | Start Date ek: 10/29/12 | End Date 11/04/12 | Weekdays w | Spots/Week 1 | <u>Rate</u> \$1,800.00 | Rating 0.00 | | | | | | |
| 92 | | 12 11/01/12 | X Factor Thursda FOX X Factor | • | 7-9p (7:00 PM-8: | T 00 PM) | :30 | 1 \$ | 1,400.003 | 0.00 NM | 1 | \$1,400.00 |
| | Start Date k: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$1,400.00 | Rating 0.00 | | | | | | |
| N 93 | | 12 11/02/12 | M-F 1132p-1202a | | M-F 1132p- | 1202aF | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| | Start Date k: 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$125.00 | Rating 0.00 | | | | | | |
| N 94 | | | Sa 10-1030p Sa 10-1030p | CM-All | 10-1030p | S- | :30 | 1 | \$600.003 | 0.00 NM | 1 | \$600.00 |
| | Start Date k: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> S- | Spots/Week 1 | <u>Rate</u> \$600.00 | Rating 0.00 | | | | | | |
| N 95 | | 12 11/05/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Wee | Start Date k: 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| | | | | | | | | **** | | Totals | 95.9 | 42 385 00 |

00:15:00

Cash

WDAF-TV

ORDER

Flight Dates 10/30/12-11/06/12

Order Sep

Product Estimate # Alt Order# Spence/governor

587192 / Contract / Revision Billing Type Original Date / Revision

Agency Com **GENERAL** Order Type 10/30/12 10/30/12 **Billing Contact**

15%

EOM/EOC Billing Cycle Advertiser Spence, David/R/Mo Gov Billing Calendar BROADCAST 814 King Street

Suite 400 Demographic A25-54 Alexandria, VA 22314

Smart Media Group LLC <u>Agency</u> SP-POL CAN POL **Rev Codes** Buying Contact Nicole Graff

Product Codes PL1Ea Sales Office DC-M 3 Priority

Sales Region NAT 814 King Street Agency Ref Advertiser Ref Suite 400 Alexandria, VA 22314

Start Date

Order%

92

\$35,071.00

Primary Account Executive Dan Driscoll

Account Executive

Totals

End Date Dan Driscoll 100% Order Share % Market Value

\$41,260.00

Competing Station % of Order Amount **KCPT** % % **KCTV** % **KCWE** % **KMBC** % KMCI % **KPXE** % **KSHB**

Billing Plan Order Totals Net Amount Gross Amount Rating Start Date End Date # Spots # of Spots Net Amount Gross Amount Month 0.00 10/29/12 11/06/12 92 \$35,071.00 \$41,260.00 92 \$41,260.00 \$35,071.00 November 2012 0.00

KSMO

Totals Rtg Type Spots "Amount Break Start/End Time Len Spots Rate Pri Days Ln Ch Start End Inventory Code \$200.00 10/31/12 10/31/12 M-F 9-10a CM-All 9-10a --W----:30 \$200.003 0.00 NM M-F 9-10a End Date Weekdays Spots/Week Rate Rating Start Date Week: 10/29/12 11/04/12 --W----\$200.00 0.00 :30 \$200.003 0.00 NM \$200.00 11/01/12 11/01/12 M-F 9-10a CM-All 9-10a ---T---M-F 9-10a Rating Weekdays Spots/Week Rate Start Date End Date ---T---\$200.00 0.00 11/04/12 Week: 10/29/12 ----F--:30 \$200.003 0.00 NM 1 \$200.00 CM-All 9-10a 11/02/12 11/02/12 M-F 9-10a M-F 9-10a Rating Spots/Week Rate Start Date **End Date** Weekdays \$200.00 0.00 11/04/12 ---F--Week: 10/29/12 M----:30 \$200.003 0.00 NM 1 \$200.00 CM-A!! 9-10a 11/05/12 11/05/12 M-F 9-10a M-F 9-10a Rating Spots/Week Rate Weekdays Start Date End Date



Contract / Revision

587192

Flight Dates 10/30/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product Spence/governor Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type | Tota Spots | Amount |
|-----|----------|-----------------------------|----------------------|----------------------------|-----------------|-------------------------|----------------|--------|-------|-----------|----------|---------------|-------------|
| 14 | 4 | 11/05/1 | 2 11/05/12 | M-F 9-10a M-F 9-10a | ÇM-AII | 9-10a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| We | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | ····· | | | | |
| 15 | 4 | 11/06/1 | 2 11/06/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | -T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 16 | 4 | | 2 10/31/12 | M-F 10-11a | CM-All | 10-11a | W | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | **** | tart Date 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 17 | 4 | 11/01/1 | 2 11/01/12 | M-F 10-11a M-F 10-11a | CM-AII | 10-11a | T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | _ | tart Date 0/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$100,00 | Rating 0.00 | | | | | | |
| 8 1 | 4 | 11/02/1 | 2 11/02/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | _ | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 19 | 4 | 11/05/1 | 2 11/05/12 | M-F 10-11a M-F 10-11a | CM-AII | 10-11a | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 110 | 4 | 11/06/1 | 2 11/06/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | -T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | _ | <u>tart Date</u> 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> -T | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 111 | 4 | 10/31/1 | 2 10/31/12 | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | W | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 112 | 4 | 11/01/1 | 2 11/01/12 | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | ***** | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 113 | 4 | 11/02/1 | 2 11/02/12 | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | F | :30 | · | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 114 | 4 | 11/05/1 | 2 11/05/12 | M-F 11a-12p M-F 11a-12p | CM-AII | 11a-12p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | | tart Date 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | Rate \$100.00 | Rating 0.00 | | | | 466 | | |
| 115 | 4 | 11/06/1 | 2 11/06/12 | M-F 11a-12p M-F 11a-12p | CM-All | 11a-12p | -T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | • ** | | | | |
| 116 | 4 | 10/31/1 | 2 10/31/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | <u>s</u> | tart Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |

Page 3 of 9



587192

Flight Dates 10/30/12-11/06/12

<u>Hiatus Dates</u>

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product Spence/governor Estimate #

| Ln (| Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type | Tota Spots | Amount |
|-------------|----------|-----------------------------|----------------------|--------------------------|-----------------|-------------------------|--|--------|-----|-----------|----------|---------------|----------|
| N 16 | 4 | 10/31/1 | 2 10/31/12 | M-F 12p-1p M-F 12-1p | CM-All | | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | art Date 0/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| N 17 | 4 | | | M-F 12p-1p M-F 12-1p | CM-All | | | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | art Date 0/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| i 18 | 4 | 11/02/1 | 2 11/02/12 | M-F 12p-1p M-F 12-1p | CM-Ail | 12-1p | F | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | ***** | art Date 0/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| V 19 | 4 | 11/05/1 | 2 11/05/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | _ | <u>art Date</u> 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| V 20 | 4 | 10/31/1 | 2 10/31/12 | M-F 3-4p M-F 3-4p | CM-All | 3-4p | W | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| Wee | ~~~ | art <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| N 21 | 4 | 11/01/1 | 2 11/01/12 | M-F 3-4p M-F 3-4p | CM-All | 3-4p | ~ w w - T - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| Wee | | art <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$100.00 | <u>Rating</u> 0.00 | | | | | | |
| N 22 | 4 | 11/02/1 | 2 11/02/12 | M-F 3-4p M-F 3-4p | CM-All | 3-4p | - n F | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| Wee | | art <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | Rate \$100.00 | Rating 0.00 | | | | | | |
| 123 | 4 | 11/05/1 | 2 11/05/12 | M-F 3-4p M-F 3-4p | CM-All | 3-4p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| We | | art <u>Date</u> 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | Rate \$100.00 | Rating 0.00 | ··· | | | | | |
| N 24 | 4 | 10/31/1 | 2 10/31/12 | M-F 4-5p M-F 4-5p | CM-All | 4-5p | W | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| We | | tart <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | Rate \$250.00 | Rating 0.00 | | | | | | |
| N 25 | 4 | 11/01/1 | 2 11/01/12 | M-F 4-5p M-F 4-5p | CM-All | 4-5p | T | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| We | | tart <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | | Rating 0.00 | | | | | | |
| N 26 | 4 | 11/02/1 | 2 11/02/12 | M-F 4-5p M-F 4-5p | CM-AII | 4-5p | F. | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| We | _ | tart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> F | Spots/Week 1 | Rate \$250.00 | Rating 0.00 | | | | | | , |
| V 27 | 4 | 11/05/1 | 2 11/05/12 | M-F 4-5p M-F 4-5p | CM-All | 4- 5p | M | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| Me | _ | tart Date 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | Rate \$250.00 | Rating 0.00 | | | | | | •••• |
| N 28 | 4 | ······· | | M-F 5-530a M-F 5-530a | | 5-530a | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | <u>s</u> | tart Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | 1 | | |

Page 4 of 9



587192

Flight Dates 10/30/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/30/12/ 10/30/12

<u>Order Sep</u> 00:15:00

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u> Estimate #

| Ln (| | Start | End | Inventory Code | | | īme Days | Len Sp | | | Rtg Type | | Amount |
|------|---|------------------------------|----------------------|--------------------------|-----------------|-------------------------|----------------|--------|-----|--|----------|---|----------|
| 128 | 4 | 10/31/1 | 2 10/31/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | _ | Start Date 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> W | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 129 | 4 | 11/01/1 | 2 11/01/12 | M-F 5-530a M-F 5-530a | CM-AII | 5-530a | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | Start Date 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | Rate \$200.00 | Rating 0.00 | | | | | | |
| 30 | 4 | 11/02/1 | 2 11/02/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | F | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | _ | Start Date 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | • | |
| 131 | 4 | 11/05/1 | 2 11/05/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | _ | Start Date 11/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 32 | 4 | 11/06/1 | 2 11/06/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | -T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | _ | Start Date 1/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 33 | 4 | 10/31/1 | 2 10/31/12 | M-F 530-6a M-F 530-6a | CM-AII | 530-6a | W | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | Start Date 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 34 | 4 | 11/01/1 | 2 11/01/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | <u>Start Date</u> 0/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 35 | 4 | 11/02/1 | 2 11/02/12 | M-F 530-6a M-F 530-6a | CM-AII | 530-6a | F | :30 | . 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 36 | 4 | 11/05/1 | 2 11/05/12 | M-F 530-6a M-F 530-6a | CM-Ali | 530-6a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | - | tart Date 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 37 | 4 | 11/06/1: | 2 11/06/12 | M-F 530-6a M-F 530-6a | CM-AII | 530-6a | | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Wee | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| 38 | 4 | 10/31/12 | 2 10/31/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | W | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week | <u>Rate</u> \$400.00 | Rating 0.00 | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | | |
| 39 | 4 | | 2 11/01/12 | ··········· | CM-All | | T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | Rate \$400.00 | Rating 0.00 | ~~~~ | · | | | | , N-0000 |
| 40 | 4 | | 2 11/02/12 | | CM-Ali | | F | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | S | tart Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | ŀ | | |



WDAF-TV

Print Date: 10/30/12

Page 5 of 9

587192

Flight Dates 10/30/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/30/12/ 10/30/12

Contract / Revision

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product Spence/governor

| Ln (| .h | Start | End | Inventory Code | n Proph | · Ctout/Pud | Time a David | | | | _ | Tota | ls |
|---|-----------|------------------------------|------------------------|------------------------|------------------|---|----------------|-------|---|--|----------|------|----------|
| N 40 | 4 | | 12 11/02/12 | | | | Time Days | Len S | | The second second second second second | Rtg Type | | Amount |
| 1440 | | | | M-F 6-7a | CM-AI | 1 6-/a | ~F~- | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| *************************************** | | Start Date 10/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week | Rate \$400.00 | Rating 0.00 | | | | | | |
| N 41 | 4 | 11/05/ | 12 11/05/12 | M-F 6-7a M-F 6-7a | CM-AI | 6-7a | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Wee | _ | <u>Start Date</u> 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | | Rating 0.00 | | | | | | |
| N 42 | 4 | 11/06/ | 12 11/06/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | -T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| Wee | | tart Date 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> -T | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| N 43 | 4 | 10/31/1 | 12 10/31/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | W | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.00 |
| Wee | | tart <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| N 44 | 4 | 11/01/1 | 2 11/01/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | T | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.00 |
| Wee | _ | tart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| N 45 | 4 | 11/02/1 | 2 11/02/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | *F | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.00 |
| Weel | | tart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> F | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| N 46 | 4 | 11/05/1 | 2 11/05/12 | M-F 7-9a M-F 7-9a | CM-AII | 7-9a | M | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.00 |
| Weel | | <u>tart Date</u> 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| N 47 | 4 | 11/06/1 | 2 11/06/12 | M-F 7-9a M-F 7-9a | CM-All | | -T | :30 | 1 | \$375.003 | 0.00 NM | 1 | \$375.00 |
| Weel | _ | tart <u>Date</u> 1/05/12 | End Date 11/11/12 | <u>Weekdays</u> -T | Spots/Week | <u>Rate</u> \$375.00 | Rating 0.00 | | | | | | |
| N48 | 4 | 11/03/1 | 2 11/03/12 | Sa 7-9a Sa 7-9a | CM-All | Sa 7-9a | S- | :30 | 1 | \$300.003 | 0.00 NM | 1 | \$300.00 |
| Weel | | art <u>Date</u> 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> S- | Spots/Week | <u>Rate</u> \$300.00 | Rating 0.00 | | | | | | |
| N 49 | 4 | 11/04/1 | 2 11/04/12 | Su 7-9a Su 7-9a | CM-AII | Su 7-9a | S | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| Week | | art <u>Date</u> 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> S | Spots/Week | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| N 50 | 4 | 11/04/1: | | FOX News Sunda | | | ~S | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| 101- · | | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | // | | | |
| | : 10 4 | 0/29/12 10/31/12 | 11/04/12 2 10/31/12 | S M-F 5-6p | 1 CM-All | \$200.00 5-530p | 0.00 W | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | Str | art Date | End Date | 5-530p | | (5:00 PM-5:3 | | | | | | • | Ţ.55.00 |
| Week | | /29/12 | 11/04/12 | <u>Weekdays</u> −-w | -Spots/Week 1 | Rate \$400.00 | Rating 0.00 | | - | · · · · · · · · · · · · · · · · · · · | - | | |
| N 52 | 4 | 11/01/12 | 2 11/01/12 | M-F 5-6p 5-530p | CM-All | *************************************** | T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | Sta | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |



Flight Dates 10/30/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/30/12/ 10/30/12

<u>Order Sep</u> 00:15:00

<u>Advertiser</u> Spence, David/R/Mo Gov <u>Product Spence/governor</u>

| Ln (| Ch | Start | End | Inventory Cod | e Break | Start/End | Time Days | Len S | note | Rota Dri | Rtg Type | Tota | To a fact of |
|---|------------|----------------------------|-------------------------|----------------------|--|-------------------------|----------------|-------|------|------------------------|------------|---|---|
| N 52 | 4 | 11/01/ | 12 11/01/12 | ? M-F 5-6p | TO THE RESIDENCE OF THE PARTY O | 5-530p | T | :30 | 1 | \$400.003 | 0.00 NM | ************* | Amount |
| | _ | | | 5-530p | | (5:00 PM-5 | :30 PM) | , | • | Ψ 100.000 | 0.00 14141 | 1 | \$400.00 |
| Ma | | Start Date 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Weel | | Rating | | | | | | |
| N 53 | 4 | | 12 11/02/12 | | | | 0.00 | | ···· | | | | |
| | 7 | 117027 | 12 11/02/12 | 5-530p | CIVI-AI | l 5-530p (5:00 PM-5 | F | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | S | Start Date | End Date | <u>Weekdays</u> | Spots/Week | | Rating | | | | • | | |
| Wee | ek: 1 | 0/29/12 | 11/04/12 | F | 1 | | 0.00 | | | | | | |
| N 54 | 4 | 11/05/ | 12 11/05/12 | M-F 5-6p | CM-AI | 5-530p | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | _ | | | 5-530p | | (5:00 PM-5 | :30 PM) | | | V 100.000 | 0.00 14.0 | ı | \$ 4 00.00 |
| Mac | | tart Date 1/05/12 | End Date | <u>Weekdays</u> | Spots/Week | | Rating | | | | | | |
| N 55 | 4 | | 11/11/12 12 10/31/12 | M | 1 | + . # 0.00 | 0.00 | | | | | | |
| 1100 | 7 | 10/31/ | 12 10/31/12 | 530-6p | CM-All | 530-6p | W | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | s | tart Date | End Date | <u>Weekdays</u> | Spots/Week | (5:30 PM-6: Rate | Rating | | | | | | |
| Wee | _ | 0/29/12 | 11/04/12 | W | <u> </u> | \$400.00 | 0.00 | | | | | | |
| N 56 | 4 | 11/01/ | 12 11/01/12 | M-F 5-6p | CM-All | 530-6p | T | :30 | 1 | \$400.003 | 0.00 NM | | 6400.00 |
| | | | | 530-6p | | (5:30 PM-6: | | .00 | • | \$ + 00.003 | U.UU INIVI | 1 | \$400.00 |
| | | tart Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | 1 | | |
| ····· | | 0/29/12 | 11/04/12 | T | 1 | + 100,00 | 0.00 | | | | | | |
| N 57 | 4 | 11/02/1 | 12 11/02/12 | | CM-AII | 530-6p | F | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | St | tart Date | End Date | 530-6p | C = 4 = 4.01 = . 1 | (5:30 PM-6: | | | | | | | |
| Wee | | 0/29/12 | 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| V 58 | 4 | 11/05/1 | 2 11/05/12 | M-F 5-6p | <u>`</u> | 530-6p | M | :30 | | *400.000 | | | |
| | | | | 530-6p | 3117 (11 | (5:30 PM-6: | | .30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | | art Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| | | 1/05/12 | 11/11/12 | M | 1 | \$400.00 | 0.00 | | | | i | | |
| N 59 | 4 | 10/31/1 | 2 10/31/12 | M-F 6-630p | CM-All | 6-630p | W | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.00 |
| | C + | art Date | End Data | M-F 6-630p | 0 | | | | | | | | |
| Weel | | 20/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | Spots/Week 1 | <u>Rate</u> \$540.00 | Rating | | | | | | |
| | 4 | | 2 11/01/12 | | CM-AII | | 0.00 T | .00 | | | | | |
| | | | | M-F 6-630p | OWITAII | 0-000p | | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.00 |
| | | art Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| ··· | k: 10 | /29/12 | 11/04/12 | T | 1 | \$540.00 | 0.00 | | | | į. | | |
| 161 | 4 | 11/02/1 | 2 11/02/12 | M-F 6-630p | CM-All | 6-630p | F | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.00 |
| | C. | D-4- | E. ID. | M-F 6-630p | _ | | | | | | | - | V- 10100 |
| Week | | art <u>Date</u> 1/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | Rate | Rating | | | | j | | |
| | 4 | | | M-F 6-630p | Cha All | \$540.00 | 0.00 | | | | | | |
| | • | 11700717 | L 11/00/12 | M-F 6-630p | CM-AII | 6-630p | M | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.00 |
| | Sta | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week | : 11 | /05/12 | 11/11/12 | M | 1 | \$540.00 | 0.00 | ~ | | /* | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| 63 | 4 | 11/04/12 | 2 11/04/12 | Su 5-6p Su 5-6p | CM-Ail | 5-6p | S | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| | | | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| *************************************** | | /29/12 | 11/04/12 | S | 1 | \$125.00 | 0.00 | | | | | | |
| 64 | 4 | 10/31/12 | 10/31/12 | M-F 1102-1132p | CM-All | M-F 1102p-1 | 132pW | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| | | | | M-F 1102p-1132p |) | | | | | | I | · | * |



Contract / Revision 58719

587192 <u>Flight Dates</u> 10/30/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/30/12/ 10/30/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product Spence/governor Estimate #

| Ln (| Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type | Tota Spots | als Amount |
|-------------|------------|-----------------------------|----------------------|-----------------------------------|-----------------|-------------------------|----------------|--------|-----|-----------|----------|---------------|---------------|
| V 64 | 4 | 10/31/1 | 2 10/31/12 | M-F 1102-1132p M-F 1102p-1132p | | M-F 1102p- | 1132pw | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| We | | tart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> w | Spots/Week 1 | <u>Rate</u> \$125.00 | Rating 0.00 | | | | | | |
| N 65 | 4 | 11/01/1 | 2 11/01/12 | M-F 1102-1132p M-F 1102p-1132p | | M-F 1102p-1 | 1132pT | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| We | | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | Weekdays T | Spots/Week 1 | <u>Rate</u> \$125.00 | Rating 0.00 | | | | | | |
| 166 | 4 | | 2 11/02/12 | M-F 1102-1132p M-F 1102p-1132p | > | M-F 1102p- | 1132pF | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| | ek: 1 | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$125.00 | Rating 0.00 | | | | | | |
| N 67 | 4 | | 2 11/05/12 | M-F 1102-1132p M-F 1102p-1132p |) | · | 1132p M | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.0 |
| Wee | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$125.00 | Rating 0.00 | | | | | | |
| 168 | 4 | 11/03/1: | 2 11/03/12 | SA 1030-1130p Sa 1030-1130p | CM-All | 1030-1130p | S~ | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.0 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> S- | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| 169 | 4 | 10/31/1 | 2 10/31/12 | M-F 9-10p 9-930p | CM-A!I | 9-930p (9:00 PM-9:3 | W 30 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| Wee | ******* | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 170 | 4 | 11/01/1 | 2 11/01/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:3 | T 30 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> T | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 171 | 4 | 11/02/1 | 2 11/02/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:3 | F 80 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| Wee | | <u>tart Date</u> 0/29/12 | End Date 11/04/12 | <u>Weekdays</u> F | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 172 | 4 | 11/05/1: | 2 11/05/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:3 | M SO PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| Wee | | tart Date 1/05/12 | End Date 11/11/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 173 | 4 | 10/31/1 | | M-F 9-10p 930-10p | | 930-10p (9:30 PM-10: | W (00 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| Wee | ******* | tart Date 0/29/12 | End Date 11/04/12 | Weekdays W | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 174 | 4 | | | M-F 9-10p 930-10p | | 930-10p (9:30 PM-10 | τ :00 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| Wee | | tart <u>Date</u> 0/29/12 | End Date 11/04/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| 175 | 4 | 11/02/1 | 2 11/02/12 | M-F 9-10p 930-10p | CM-All | 930-10p (9:30 PM-10 | F :00 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| Wee | | tart Date 0/29/12 | End Date 11/04/12 | Weekdays F | Spots/Week 1 | Rate \$800.00 | Rating 0.00 | | | | | | |
| 176 | 4 | 11/05/1: | 2 11/05/12 | M-F 9-10p 930-10p | | 930-10p (9:30 PM-10: | M (00 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.0 |
| | <u>S</u> 1 | tart Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | ļ | | |

Print Date 10/26/12 Page 1 of 5

Flight Dates 10/27/12-10/30/12

Product

Contract / Revision Original Date / Revision 586646 /

SPENCE FOR GOV

10/26/12 10/26/12 Agency Com 15%

Billing Contact

Advertiser Spence, David/R/Mo Gov

814 King Street Suite 400

Alexandria, VA 22314

Agency Smart Media Group LLC

Buying Contact

Sales Office DC-M

Sales Region NAT

814 King Street Suite 400 Alexandria, VA 22314

Agency Ref

Order Sep 00:15:00

Estimate # C27C29

Alt Order # 09852642

Billing Type Cash

Order Type **GENERAL**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority

2

Advertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date **End Date** Dan Driscoll 100%

Order Share 25% Market Value 102520

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 25% | 25630 |
| KCWE | % | 0 |
| KMBC | 25% | 25630 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 25% | 25630 |
| KSMO | % | 0 |
| | | |

Order Totals Rilling Plan

| Oraci rotali | , | | | | ig i iaii | | | |
|---------------|------------|-------------|--------------|-------------------|-----------|---|--------------|-------------|
| Month | # of Spots | | Gross Amount | Rating Start Date | | | Net Amount C | |
| November 2012 | | \$21,785.50 | | 0.00 10/29/12 | 10/30/12 | | \$21,785.50 | \$25,630.00 |
| Totals | 44 | \$21,785.50 | \$25,630.00 | 0.00 | | • | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Tota Spots | ls Amount |
|-----|-----------|-----------|------------|------------------------|------------|-------------|---|--------|-----|-----------|----------|---------------|--------------|
| E 1 | 4 | 10/29/12 | 2 10/29/12 | M-F 9-10a M-F 9-10a | CM-AII | 9-10a | M | :30 | 2 | \$200.003 | 0.00 NM | 2 | \$400.00 |
| | NEWS | AT 9A | | | | | | | | | | | |
| | <u>St</u> | art Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| W | /eek: 10 |)/29/12 | 11/04/12 | M | 2 | \$200.00 | 0.00 | | | | | | |
| E 2 | 4 | 10/29/12 | 2 10/29/12 | M-F 10-11a | CM-All | 10-11a | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| | · | | | M-F 10-11a | | | | | | | | | |
| | LIVE V | VITH KELL | Υ. | | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | | | | | |
| | St | art Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| W | /eek: 10 |)/29/12 | 11/04/12 | M | 1 | \$100.00 | 0.00 | | | | | | |
| E 3 | 4 | 10/29/12 | 10/29/12 | M-F 11a-12p | CM-All | 11a-12p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| | | | | M-F 11a-12p | | | | | | | | | |
| | FAMIL | Y FUED | | | | | | | | | Ī | | |
| | St | art Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| W | /eek: 10 |)/29/12 | 11/04/12 | M | 1 | \$100.00 | 0.00 | | | | | | |

Page 2 of 5





Contract / Revision 586646 Flight Dates 10/27/12-10/30/12

Hiatus Dates

<u>Original Date / Revision</u> 10/26/12/ 10/26/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR GOV

Estimate # C27C29

| Ln Ch Start End | Inventory Cod | la Break | Start/End 1 | īme Days | Len Sp | note | Rote Pri | Rtg Type \$ | Tota | ls Amount |
|---|-------------------------|-----------------|-------------------------|----------------|--------|------|--|-------------|-------|-----------------|
| E 4 4 10/29/12 10/29/ | | | 12-1p | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| L 4 4 10/20/12 10/20/ | M-F 12-1p | OW-7 (II | 12-1P | 1-1 | .00 | | Ψ200.000 | 0.00 14101 | • | Ψ2.00.00 |
| NOON NEWS | | | | | | | | | | |
| Start Date End Da | | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 10/29/12 11/04/1 | | 1 | \$200.00 | 0,00 | | | * | | | |
| E 5 4 10/29/12 10/29/ | 12 M-F 1-2p M-F 1-2p | CM-All | 1-2p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| RICKI LAKE | W-1 1-2p | | | | | | | 1 | | |
| Start Date End Da | te Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/29/12 11/04/1 | 2 M | 1 | \$100.00 | 0.00 | | | | | | |
| E 6 4 10/29/12 10/29/ | 12 M-F 2-3p | CM-All | 2-3p | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| OTEVE HADVEY | M-F 2-3p | | | | | | | - 1 | | |
| STEVE HARVEY | to Maakdaya | Croto (Mosk | Data | Deline | | | | | | |
| <u>Start Date</u> <u>End Da</u> Week: 10/29/12 11/04/1 | | Spots/Week 1 | <u>Rate</u> \$100.00 | Rating 0.00 | | | | 1 | | |
| E 7 4 10/29/12 10/29/ | | CM-All | ···- | M | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| | M-F 3-4p | OW 7 th | ų чр | p-1 | .00 | • | Ψ100.000 | 0.00 14141 | ' | ψ100.00 |
| JUDGE JOE | • | | | | | | | ł | | |
| Start Date End Da | <u>te Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | 1 | | |
| Week: 10/29/12 11/04/1 | | 1 | \$100.00 | 0.00 | | | | | | |
| E 8 4 10/30/12 10/30/ | • | CM-All | 3-4p | -T | :30 | 1 | \$100.003 | 0.00 NM | 1 | \$100.00 |
| JUDGE JOE | M-F 3-4p | | | | | | | | | |
| Start Date End Da | te Weekdays | Spots/Week | Rate | Rating | | | | J | | |
| Week: 10/29/12 11/04/1 | | <u> </u> | | 0.00 | | | | | | |
| E 9 4 10/29/12 10/29/ | | CM-AII | ···· | M | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| | M-F 4-5p | | | | | | | | • | 4.200700 |
| JUDGE JUDY | | | | | | | | j | | |
| Start Date End Da | | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/29/12 11/04/1 | | 1 | \$250,00 | 0.00 | | | | | | |
| E 10 4 10/30/12 10/30/ | • | CM-All | 4-5p | -T | :30 | 1 | \$250.003 | 0.00 NM | 1 | \$250.00 |
| JUDGE JUDY | M-F 4-5p | | | | | | | | | |
| Start Date End Da | te Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/29/12 11/04/1 | | 1 | \$250.00 | 0.00 | | | | | | |
| E 11 4 10/29/12 10/29/ | 12 M-F 5-530a | CM-All | 5-530a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| | M-F 5-530a | | | | | | | | | |
| NEWS 5A | | | _ | | | | | | | |
| Start Date End Da | | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/29/12 11/04/1 | | ····· | \$200.00 | 0.00 | | | ************************************** | 0.00 105 | | #000 00 |
| E 12 4 10/30/12 10/30/ | M-F 5-530a | CIVI-AII | 5-530a | -T | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| NEWS 5A | W-1 0-330a | | | | | | | | | |
| Start Date End Da | te Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/29/12 11/04/1 | 2 -T | 1 | \$200.00 | 0.00 | | | | | | |
| E 13 4 10/29/12 10/29/ | 12 M-F 530-6a | CM-All | 530-6a | M | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| NITTAGO O A | M-F 530-6a | | | | | | | | | |
| NEWS 6A | la Martelenia | Chata Alla - I- | D-4- | Dating | | | | 1 | | |
| Start Date End Da Week: 10/29/12 11/04/1 | | Spots/Week | \$200.00 | Rating 0.00 | | | | | 15000 | **** |
| E 14 4 10/30/12 10/30/ | - | | 530-6a | -7 | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.00 |
| - 17 7 10/00/12 10/00/ | M-F 530-6a | Civi-All | 000-0a | -, | .50 | 1 | φευυ.υυ 3 | O.OO INIVI | i | ΨΖ ΨΟ.ΨΟ |
| NEWS 6A | | | | | | | | | | |
| | | | | | | | | - | | |



WDAF-TV

Print Date: 10/26/12

Page 3 of 5

Contract / Revision 586646

Flight Dates 10/27/12-10/30/12

Hiatus Dates

<u>Original Date / Revision</u> 10/26/12/ 10/26/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR GOV Estimate # C27C29

| Ln (| Ch Sta | rt End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|------|---|----------------------|--------------------------|-----------------|-------------------------|----------------------|---|-----|------------|------------|-------|----------|
| 14 | 4 10/3 | 0/12 10/30/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | •• T ··· · · · · · · | :30 | 1 | \$200.003 | 0.00 NM | 1 | \$200.0 |
| Ni | EWS 6A | | IVI-I- 330-0a | | | | | | | | | |
| | Start Dat | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Wee | k; 10/29/12 | 11/04/12 | -T | 1 | \$200.00 | 0.00 | | | | | | |
| E 15 | 4 10/2 | 9/12 10/29/12 | 2 M-F 6-7a | CM-All | 6-7a | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| | E14/0 | | M-F 6-7a | | | | | | | Ī | | |
| N | EWS | End Data | Modudaya | Contableate | Dete | Datina | | | | | | |
| Mee | <u>Start Dat</u> k: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$400.00 | Rating 0.00 | | | | İ | | |
| 16 | | 0/12 10/30/12 | | CM-All | | -T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| | - 10/0 | J/ 12 10/00/12 | M-F 6-7a | OW-7 til | Q-1 ta | , | .00 | • | ψ-100.000 | 0.00 14141 | 1 | ψ400.0 |
| NI | EWS | | | | | | | | | | | |
| | Start Dat | | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Wee | k: 10/29/12 | 11/04/12 | -T | 1 | \$400.00 | 0.00 | | | | | | |
| ∃ 17 | 4 10/2 | 9/12 10/29/12 | | CM-AII | 7-9a | M | :30 | 2 | \$375.003 | 0.00 NM | 2 | \$750.0 |
| NII | EWS | | M-F 7-9a | | | | | | | | | |
| PAI | Start Dat | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Wee | k: 10/29/12 | 11/04/12 | M | 2 | | 0.00 | | | | ŀ | | |
| 18 | | 0/12 10/30/12 | M-F 7-9a | CM-All | ******** | -T | :30 | 2 | \$375.003 | 0.00 NM | 2 | \$750.0 |
| | | | M-F 7-9a | O.V. 7 U. | , 00 | · | .00 | _ | 4070.000 | 0.00 11111 | - | φ100.0 |
| N | EWS | | | | | | | | | | | |
| | Start Dat | End Date | | Spots/Week | | Rating | | | | | | |
| | k: 10/29/12 | 11/04/12 | -\T | 2 | | 0.00 | *************************************** | | | | | |
| E 19 | 4 10/2 | 9/12 10/29/12 | | CM-Ail | 5-530p | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| NI | EWS | | 5-530p | | (5:00 PM-5: | 30 PM) | | | | | | |
| 141 | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Wee | k: 10/29/12 | 11/04/12 | M | 1 | | 0.00 | | | | Ī | | |
| 20 | 4 10/3 |)/12 10/30/12 | M-F 5-6p | CM-All | 5-530p | | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| | | | 5-530p | | (5:00 PM-5: | 30 PM) | | | | | | , |
| N | EWS | | | | | | | | | | | |
| | Start Dat | - | | Spots/Week | | Rating | | | | | | |
| | k: 10/29/12 | 11/04/12 | -T | 1 | | 0.00 | | | * | | | |
| Ξ 21 | 4 10/2 | 9/12 10/29/12 | : IVI-I- 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6: | M | :30 | 1 | \$400.003 | MM 00.0 | 1 | \$400.00 |
| N | EWS | | 330-op | | (3.30 FW-0. | OU FIVI) | | | | | | |
| | Start Dat | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Wee | k: 10/29/12 | 11/04/12 | M | 1 | | 0.00 | | | | | | |
| E 22 | 4 10/3 |)/12 10/30/12 | M-F 5-6p | CM-Ail | 530-6p | | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.0 |
| | | | 530-6p | | (5:30 PM-6: | 00 PM) | | | | | | |
| N | EWS | | | | | | | | | i i | | |
| 101 | Start Dat | | | Spots/Week | | Rating | | | | I | | |
| | | 11/04/12 | -T | 1 | \$400.00 | 0.00 | | | 45.10.20.2 | | | |
| E 23 | 4 10/2 | 9/12 10/29/12 | • | CW-All | 6-630p | M | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.0 |
| | EWS | | M-F 6-630p | | | | | | | į | | |
| N | | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| N | | 11/04/12 | M | 1 | \$540.00 | 0.00 | **** | | | | | |
| ~ | k: 10/29/12 | 1110.1115 | | | | | | | | | | |
| ~ | *************************************** |)/12 10/30/12 | M-F 6-630p | CM-All | 6-630p | -T | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.0 |

Page 4 of 5 Print Date: 10/26/12



586646

Flight Dates 10/27/12-10/30/12

Hiatus Dates

<u>Original Date / Revision</u> 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR GOV Estimate # C27C29

| | | | | | | | | | | | Tota | s |
|------------------------|---|------------------------|------------------------------------|-------------------|-------------------------|----------------|---------|------|--------------------------|------------|------|------------|
| Ln Ch | n Start | End | Inventory Code | Break | Start/End T | ime Days | Len Spo | ots | Rate Pri | Rtg Type | | Amount |
| E 24 4 | 4 10/30/1 | 2 10/30/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | -† | :30 | 1 | \$540.003 | 0.00 NM | 1 | \$540.00 |
| NEV | NS | | • | | | | | | | | | |
| 1811 | Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| | : 10/29/12 | 11/04/12 | ## # 4400 4400 <u></u> | CNA ALL | \$540.00 | 0,00 | | 4 | #40E 00.0 | 0.00 NM | | ቀላባር ባለ |
| E 25 4 | | 2 10/29/12 | M-F 1102-1132p M-F 1102p-1132p | | W-F HUZP- | 1132p M | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| 1 1712 | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | : 10/29/12 | 11/04/12 | M | 1 | \$125.00 | 0.00 | | | | | | |
| E 26 4 | 4 10/29/1 | 2 10/29/12 | M-F 1132p-1202a M-F 1132p-1202a | | M-F 1132p-1 | 202a M | :30 | 1 | \$125.003 | 0.00 NM | 1 | \$125.00 |
| SEI | NFELD | | | | | | | | | | | |
| Week: | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays M | Spots/Week 1 | Rate \$125.00 | Rating 0.00 | | | | | | |
| E 27 4 | 4 10/30/1 | 2 10/30/12 | • | CM-All | 9-930p | -T | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| EOV | K NEWS AT 9 | 2 | 9-930p | | (9:00 PM-9:3 | 60 PM) | | | | | | |
| FOX | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | : 10/29/12 | 11/04/12 | -T | 1 | \$800.00 | 0.00 | | | | | | |
| E 28 4 | 4 10/30/1 | 2 10/30/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:3 | -T 0 PM) | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| FOX | K NEWS AT | € | | | | | | | | | | |
| Week: | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| E 29 4 | 4 10/29/1 | 2 10/29/12 | • | CM-All | 930-10p | M | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| NEV | NS 9P | | 930-10p | | (9:30 PM-10: | (00 PM) | | | | | | |
| , , , , , , | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | : 10/29/12 | 11/04/12 | M | 1 | \$800.00 | 0.00 | | | | | | |
| E 30 4 | 4 10/30/1 | 2 10/30/12 | M-F 9-10p | CM-All | 930-10p | -T | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| | | | 930-10p | | (9:30 PM-10: | 00 PM) | | | | | | |
| NEV | NS 9P | Cad Data | Manhaladaya | Constant Allerate | D-4- | D-4: | | | | | | |
| Week. | Start Date : 10/29/12 | End Date 11/04/12 | Weekdays -T | Spots/Week 1 | <u>Rate</u> \$800.00 | Rating 0.00 | | | | | | |
| E31 4 | | | M-F 10-1030p | | 10-1030p | M | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| | , | _ ,0,20,,2 | M-F 10-1030p | J | | • • | ,00 | | 7000 | 0,00 | • | 4000,00 |
| NEV | WS 10P | | · | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| | : 10/29/12 | 11/04/12 | M | 1 | \$800.00 | 0.00 | ~~~ | | ***** | 0.00.3114 | | 4000.00 |
| E 32 4 | 10/30/1 | 2 10/30/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | -T | :30 | 1 | \$800.003 | 0.00 NM | 1 | \$800.00 |
| NEV | NS 10P | | W-1" 10-1050p | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | 10/29/12 | 11/04/12 | -11 | 1 | \$800.00 | 0.00 | | | | | | |
| | | 2 10/29/12 | M-F 1030-1102p M-F 1030-1102p | CM-AII | 1030-1102p | M | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| | NS 10P | | 144. | 0 | ps | Date: | | | | | | |
| | Start Date | End Date 11/04/12 | Weekdays M | Spots/Week 1 | Rate \$400.00 | Rating 0.00 | | **** | | | | TT TOPIANA |
| E 34 4 | : 10/29/12 1 10/30/1 | 11/04/12 2 10/30/12 | v v | | 1030-1102p | -T | :30 | 1 | \$400.003 | 0.00 NM | 1 | \$400.00 |
| E 04 4 | + | 2 10/00/12 | M-F 1030-1102p | Oist-7-(II | ισου-1 ισεμ | 4 | .00 | 1 | ψ - 100,000 0 | U.UU 14141 | | ψηνοινο |
| NEV | NS 10P | | · | | | | | | | | | |

Print Date: 10/26/12

Page 5 of 5



586646

Flight Dates 10/27/12-10/30/12

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR GOV

Estimate # C27C29

| | | | | | | | | | | Tota | als |
|---|--|----------------------|-----------------------|---|---------------------------|----------------|--|--|------------|-------|------------|
| Ln Ch | n Start | End | Inventory Code | Break | Start/End Ti | me Days | Len Sp | ots Rate Pr | i Rtg Type | Spots | Amount |
| E 34 4 | 4 10/30/ | 12 10/30/12 | M-F 1030-1102p | CM-AII | 1030-1102p | -T | :30 | 1 \$400.003 | 0.00 NM | 1 | \$400.00 |
| NEW AND | | | M-F 1030-1102p | | | | | | | | |
| NE | WS 10P | . | 144 . 3 . 4 | | . . | au | | | | | |
| Mode | Start Date : 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> -T | Spots/Week | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | |
| *************************************** | | 12 10/30/12 | M-F 630-7p | CNA AU | | -T | :30 | 4 80 000 000 | 0.00 1914 | | ******* |
| E 30 * | 4 10/30/ | 12 10/30/12 | M-F 630-7p | CIVI-AII | 630-7p | | :30 | 1 \$2,200.002 | 0.00 NM | 1 | \$2,200.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | |
| Week: | : 10/29/12 | 11/04/12 | -T | *************************************** | \$2,200.00 | 0.00 | | | | | |
| E 36 4 | 4 10/30/ | 12 10/30/12 | M-F 630-7p | CM-All | 630-7p | -T | :30 | 1 \$2,200.002 | 0.00 NM | 1 | \$2,200.00 |
| | | | M-F 630-7p | | | | | | | | |
| WH | EEL OF FO | | | | | | | | | | |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | |
| | : 10/29/12 | 11/04/12 | -T | | \$2,200.00 | 0.00 | | | | | |
| E 37 4 | 4 10/29/ | 12 10/29/12 | Monday Prime A | CM-All | 7p-8p | M | :30 | 1 \$1,500.003 | 0.00 NM | 1 | \$1,500.00 |
| RON | NES | | FOX Prime Mond | ау 7-8р | | | | | | | |
| 501 | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: | : 10/29/12 | 11/04/12 | M | | \$1.500.00 | 0.00 | | | | | |
| E 38 4 | 4 10/29/ | 12 10/29/12 | Monday Prime B | CM-All | | M | :30 | 1 \$1,200.003 | 0.00 NM | 1 | \$1,200.00 |
| | | | FOX Prime Mond | | -11- | | | . 41,200.000 | 0.00 (| • | ψ1,200.00 |
| MO | B DOCTOR | | | , | | | | | | | |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | |
| Week: | : 10/29/12 | 11/04/12 | M | ···· | \$1,200.00 | 0.00 | | | | | |
| E 39 4 | 4 10/30/ | 12 10/30/12 | Tuesday Prime A | | 7p-8p | -T | :30 | 1 \$1,200.003 | M/A 00.0 | 1 | \$1,200.00 |
| DAN | FOX Prime Tuesday 7-8p RAISING HOPE/BEN&KATE | | | | | | | | | | |
| | Start Date | End Date | | Spots/Week | Data | Datina | | | | | |
| | : 10/29/12 | 11/04/12 | <u>Weekdays</u> -T | | <u>Rate</u> \$1,200,00 | Rating 0.00 | | | | | |
| *************************************** | | 12 10/30/12 | Tuesday Prime B | | | -T | :30 | 2 \$2,000.003 | 0.00 NM | 2 | \$4,000.00 |
| L 40 4 | . 10/00/ | | FOX Prime Tueso | | oh-ah | , - | .50 | ک سکرن <i>ن با</i> ن کارن کارن کارن کارن کارن کارن کارن کار | O'OO IAMI | 2 | φ4,000.00 |
| MIN | IDY/NEW G | IRL | | , o op | | | | | j | | |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | 1 | | |
| Week: | : 10/29/12 | 11/04/12 | -T | 2 | \$2,000.00 | 0.00 | | | | | |
| ************************************** | | | | | | | and the same of th | - and the head of the second o | Totals | 44 € | 25 630 00 |

Totals 44 \$25,630.00